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# THE CANADIAN PRINTER AND PUBLISHER

Vol. I. No. 6]

TORONTO, OCTOBER, 1892

[8¢ per year

## The Babcock Printing Press Mfg. Co.

MAIN OFFICE AND WORKS  
NEW LONDON, CONN.



NEW YORK OFFICE  
915 FRIBUNE BUILDING



### The "OPTIMUS"

**TWO-REVOLUTION TYPOGRAPHIC PRESS.** Delivers printed matter without the use of printed matter.

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Royal Canadian. White or Cream Wove; Extra Superfine . . .

. . . All the above in Standard Sizes and Weights . . .

*We continually keep in stock a large line of . . .*

**CARD BOARDS. PRINTING PAPERS, BALL  
PROGRAMMES. MENU CARDS, WEDDING  
INVITATIONS, MEMORIAL CARDS, &c.**

OUR BINDERY IS EQUIPPED WITH THE LATEST  
AND MOST IMPROVED MACHINERY

*Work done for the trade on the shortest notice*

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SOLE CANADIAN AGENTS FOR THE RENOWNED  
BUFFALO PRINTING INK WORKS

# Printer and Publisher.

VOL. I.—No. 6

TORONTO, OCTOBER, 1892

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### EDITORIAL NOTES

THEY issue Sunday newspapers in Vancouver, B.C.

THERE is an immense demand for microscopes, owing to the new type used on the *Toronto Mail*. It is almost "out of sight."

JOHN GREENLEAF WHITTIER was one of the Americans whom we, as Canadians, loved as being one with us, though not of us. We have all been thrilled and charmed by his musical and elevating poetry. Born in 1807, in 1826 he made his first venture in print in the *Newburyport Free Press*. In 1829 he went to Boston as editor of the *American Manufacturer*. In 1830 he was appointed to a more dignified post, in the editor's chair of the *New England Weekly Review*, published at Hartford. In 1832 he came back to his birthplace to edit the *Haverhill Gazette* and to work on his farm. While at Haverhill he was twice elected to the State Legislature. In 1836 he became one of the secretaries of the American Anti-Slavery

society, and removed to Philadelphia, where he conducted the *Freeman*, an anti-slavery paper. In 1840 he removed to Amesbury, and acted as corresponding editor of the *National Era*, printed at Washington. His poetical works during this time had been winning him wide celebrity. He was a strong abolitionist, and attacked slavery with all his might. Up to the present, his life was taken up with writing and publishing his works. He was a poet of the people—the poet of freedom; of the anti-slavery movement; but

Life is indeed no holiday; therein  
Are want, and woe, and sin,  
Death and its nameless fears, and over all  
Our pitying tears must fall.

WHILE we lament the death of the Quaker poet, our sorrow is increased with the knowledge that one of the greatest of modern journalists—George William Curtis—has passed away. Whittier, though a sometime journalist, was dear to us as a poet, while George William Curtis was the noblest soul in the ranks of journalistic writers. Whether we view him as wearing out his precious life in an effort to cancel a debt of sixty thousand dollars, incurred by the failure of Putnam's magazine, or whether we view him as the fearless exponent of what he believed to be just and right, he seems to us a noble being. As an orator, too, he was in the highest rank, and musical and thrilling were the sentences rendered massive by the power of the mind behind them. But these two great minds have ceased to be with us, except in memory and precept; the many hands will wield the facile pen no more, yet their lives were noble, and must live on in the nobility they have stimulated in others.

Too often the editor's remarks are tempered by expediency in the light of certain extraneous circumstances. It is said of the late George William Curtis that on one occasion when, during his absence, a strong utterance of his, a delicate matter, was toned down slightly, he at once resigned upon his return, and he was induced to remain only on condition that his freedom was thenceforth assured. We need more of

such men to elevate the standard of journalistic morals. Men with firm convictions, the result of long, careful and critical study, are the men who are respected. But the rabble goes a certain direction, and most editorial writers follow them for the sake of popularity; or perhaps a prospective loss of a few dollars will cause a change in opinion.

A WRITER in one of our leading dailies took occasion to remark in a recent issue, that to hold wrong-doing up to the public gaze is injurious to the moral health of the community. That sympathy with the wrong-doer is often created by such action. One instance cited was the sympathy created by Milton in his "Paradise Lost" for the Arch-Traitor, the Great Fallen One. It is undoubtedly true that Milton surrounded this wicked angel with a halo of fortitude and courage which makes any man, moral or immoral, a hero. THE PRINTER AND PUBLISHER has spoken several times on this subject, yet much remains to be said concerning the scope of journalism. Much that has hitherto been inserted without protest should be severely condemned. Purity in presentation of all classes of happenings is desirable and necessary. The vulgar must be avoided and the obscene and degrading matter tabooed.

THE newspaper is gaining in influence. Slowly but surely the circle is widening, and improvements in journalistic art are bound to be effectual in widening the circle still more. It has been frequently remarked of late, that Canadian journals were becoming more independent and less partisan. A recent editorial in the *Week* calls attention to this fact, and illustrates it by reference to the attitude of the majority of the newspapers while the canal toll question was under discussion. While we agree with the *Week* that there is an improvement, we must say that the improvement is but slight, and that we are yet a long way off from excellence. Justice to opponents has not yet entered into the minds of the majority of journalistic writers of to-day, neither in Canada, nor in the United States. The aim of our writers is not to weigh all the evidence and testimony in the scales of reason and thus arrive at truth; but the custom is rather to decide on the stand to be taken on any question, and then to bring all the ingenuity possible to maintain that stand. It is condemn or liberate the criminal first and then try him, guiding the trial so as to justify what has been done. Moderation on the part of our journalistic writers is to be desired, but the critical judgment which seeks after truth is hard to be found, and perhaps will never be prominent, nor even recognized as the proper thing by the public, until the pernicious party politics are banished or modified.

### BOOMERANG ADVERTISING

IN the railway depots of Ontario may be seen a huge, ungainly collection of the business cards of the "leading" newspapers of this province. This large sign is supposed to tell the reader the names of the best newspapers in each town in Ontario. It was got up by a man who wanted to make money, and he made it. It is doubtful if he could have made the same amount, in the same manner, out of those engaged in any other business of this province. He seemed to recognize that people like to be humbugged, and that those who are most easily humbugged are those whose business it is to guard the public from the depredations of humbugs. But the sign remains a monument to the inconsistency of men, who live on the profits of legitimate advertising, of men who are supposed to be thoroughly conversant with the principles of proper advertising.

Railroad advertising is in most cases a failure, and thousands of dollars have been sunk in this work, for which not a cent of revenue has ever been received. Advertising to be effectual must be in an advertising medium, and station houses are not an advertising medium. They are frequented by persons who are there in a hurry, for the purpose of securing a ticket and moving on, not for the purpose of reading advertisements. Only one person in a hundred ever reads these cards, and not over one in a thousand reads them with sufficient care to ever remember what has been read. When a man is looking for an advertisement and sees it, he then remembers and profits by what he has read. But no one would ever think of starting for a railway depot, when he wanted to find out the name of the best paper in a particular town or county. He would at once look for a newspaper or other directory; that is, something authentic and reliable.

Moreover, the editor who countenanced such a proceeding, struck a blow—though, perhaps, a feeble one—at proper and legitimate means of advertising. These legitimate means are the news and trade papers. Their business is to make their papers interesting, so that they will be read, and to make them so reliable that they will be trusted. They are the established and proper channels through which the seller reaches the buyer, and at least ninety per cent. of the buyers of this country read the newspapers. They not only read the news, but they study the particular advertisements which tell them about those articles in which they are accustomed to deal. They know the advertisements that will appear there, and that is the place they are accustomed to look for them. It is a combination of knowledge and habit. When they are reading these advertisements, their minds are not fixed on something more important to them at the

time. To read an advertisement in a depot, is to read it when your mind is full of something, which, for the time being, is of transcendent importance. To read an advertisement in a newspaper is to be profited thereby, but to read it in a railway station is like pouring water into a bottle, which has a hole in the bottom.

Editors should discourage such methods of advertising as depot lithographs, hotel register cards, etc. They should, on the other hand, encourage the use of the proper medium of advertising as much as possible. They should countenance only the right way of doing advertising, because it is to their own interest to do so, and because there is a right method of advertising and a wrong one. Depot advertising should be placed on a par with perpetual calendars and other such fakes, and no one class of persons should take more interest in placing it there, than newspaper editors.

#### THE PREMIUM NUISANCE

**A**T the last annual meeting of the Canadian Press Association, there were four propositions laid down on which the Association hoped to unite the weekly Press of Ontario, in order to bring about a general and simultaneous adoption. These were:—

1. That all subscriptions be paid in advance—not more than one month's overtime to be allowed.
2. That twelve months only shall constitute a year's subscription.
3. That the commission to agents shall not exceed 25c. on each subscription.
4. That no premiums shall be given as free gifts.

A committee was appointed to sound the editors on the question and make arrangements for carrying this into effect. But the secretary of the committee, Mr. L. G. Jackson, informs us that the scheme has fallen through for this year. He says that the principle was, on all sides, admitted to be the proper one for the guidance of editors, but that some of the larger weeklies had already placed their orders for premiums for this year, and they would lose heavily by agreeing to the arrangement.

Nevertheless, good work has been done by the Committee, and the attention of every editor has been directed towards the question of abolishing premiums on all subscriptions for weekly newspapers.

Nearly every editor admits tacitly that the habit of giving premiums, whether in the form of a few months' extension of subscription, or whether in the form of gifts, is very pernicious and wasteful. Very often it reaches the height (or the depth) where the gift becomes a dishonest one, and given, perhaps, as the result of some flimsy guess-work, or for the solution of a simple puzzle. Here is where it finds its worst expression, and can, and should be strongly

condemned. The plans used to wring money from unlucky prize-winners is often extremely disgraceful and dishonest. Some are fakes pure and simple. But while the ordinary editor holds up his hands in holy horror at such a practice, he is doing business along a similar line, when he advertises a fifty-cent premium which in reality costs him but a few cents. The difference is but one of degree. Such gift giving should be condemned in all its forms without discrimination. It should be thoroughly eradicated from the business systems of all newspapers, who desire to uphold the respectability of the profession. Moreover, it is to the interest of all printers that subscriptions should be paid in advance; only, the difficulty has been that they have, in many cases, not had the moral courage to uphold their convictions. This cowardice is extremely despicable. A man who has not the courage and confidence necessary to enable him to make his income dependent on the quality of the paper he turns out, had better hire out as a farmer's hired man. He has missed his calling, or at least mistaken the profession of which he is a member.

These propositions should have been adopted by every editor, but only a few signified their willingness so to do. A large number failed even to reply, thus leaving themselves open to the stigma of being discourteous. The matter will again be discussed, in all probability, at the next session of the Press Association, and no weekly editor should enter into any agreement which will debar him from agreeing to the proposals which will undoubtedly be again laid before him for his consideration. If the adoption be made general, the "other fellow" and his neighbor will be on equal footing, and there can thus be no ruinous competition. Let the newspaper car get on the proper track, and the running will be more swift and smooth.

PAPER from rags was made in 1000 A.D., the first linen paper in 1319, and paper from straw in 1800.

SEATS will be provided at the World's Fair dedicatory ceremonies in October for 1,500 newspaper correspondents, it having been estimated that about that number will be present.

A LAUGHABLE story of some carrier pigeons is told in an Antwerp newspaper. The editor of a celebrated journal published in that city sent a reporter to Brussels for the king's speech, and with him a couple of carrier pigeons, to take back the document. At Brussels he gave the pigeons in charge of a waiter, and called for breakfast. He was kept waiting for some time, but a very delicate fricassee atoned for the delay. After breakfast he paid his bill and called for his carrier pigeons. "Pigeons!" exclaimed the waiter, "why, you've eaten them."



"SWEETS TO THE SWEET"

Photo-Engraving on Copper, from a Lithograph in seven colors  
By the GALT PRINTING AND PUBLISHING CO., 201 & 203 Yonge St., Toronto



A JOURNAL FOR PRINTERS AND PUBLISHERS

Published Monthly by

THE J. B. McLEAN CO., LTD.

TRADE JOURNAL PUBLISHERS AND  
FINE MAGAZINE PRINTERS

No. 10 FRONT ST. EAST, TORONTO

Subscription \$2.00 per annum

J. B. McLEAN,  
PresidentHUGH C. McLEAN,  
Manager

TORONTO, OCTOBER, 1892

**PRACTICAL PROFIT-SHARING**

**T**HE relations between the Master Printers and the employees seem to be in a precarious condition at present, and the former should consider every possible means of bringing these relations into a sympathetic mood. One plan that has been adopted in many trades by employers who are anxious to experiment, is that of profit-sharing. It has been adopted by the DeVinne publishing house, where every employee received five per cent. of the profits of the year. In this issue will be found a letter from a well-known Canadian editor, giving more information on the subject, and we quote the following, which is worthy of consideration, on account of the plan on which the profit-sharing is determined. Many plans are in vogue, and all should be carefully considered. "The saw and tool manufacturing firm of E. C. Atkins & Co., of Indianapolis, recently distributed \$9,306.64 among 270 of their 400 employees, in accordance with a profit-sharing arrangement that has been operative at their works for some time. For next year the firm announce that the same policy will be pursued. The following is the basis on which they will work:

First, after providing for the payment of eight per cent interest and two per cent. contingent fund upon the capital stock of \$600,000 the net profits will be divided pro rata to capital and labor in proportion to investment. Second, whatever remains thereafter as the net earnings of the year will be divided to capital stock and labor of persons employed, in proportion to the investment of each; that is to say, the capital stock of the company—\$600,000—on the

one hand, and the total amount of the salary and wages accounts of persons in the employ of the company entitled to participate, on the other. Third, the payment of the profits to each person entitled to receive the same will be made in one payment or instalments, as the condition of the business will permit. All questions respecting the amount of net earnings, time of payment, and who are entitled to participate in the profits, will be decided by the board of directors of the company, and its decision will be final. Fourth, no employee will incur any risk in the business."

We also quote the following from *Geyer's Stationer* of September 1st:—"The beauties of profit-sharing, as applied to paper mills, have again been illustrated in the case of the Bowdoin Paper Manufacturing Co., at Brunswick, Me. That concern has just made its third dividend to its workmen, the amount being 7.2 per cent. of their wages for the past six months, or at the rate of nearly fifteen per cent. a year. The Bowdoin Company began profit-sharing as an experiment, and it is a notable and gratifying fact that the present dividend is nearly double the amount of the previous one, which would indicate that profit-sharing pays.

**EXHIBITION ADVERTISING**

**W**HAT a harvest the Toronto dailies garnered into their shekel-barns during the time the Exhibition was being held. Column after column of descriptive and eulogistic matter concerning the exhibits and the energetic exhibitors. Every man who had anything worth mentioning, got his little puff as often as he could afford it. It was worth so much a line—to the newspaper. It was truly a paying exhibition—to the stockholders and the newspapers. But it is doubtful if it will be as profitable to the papers as it might have been, had they pursued a different plan. To these great lords of the press we offer a suggestion. Had they made one of these reading notices the bonus of an advertising contract for a three, six, or twelve-month standing advertisement, they would have had fewer of these notices—a blessing in itself—and a very much greater total of receipts, and more profits. Advertising should be in advertising columns, and the opinions of the writers on a paper should never be sold. It is not far removed from the worse practice of selling an editorial column. It should be condemned: firstly, because it misleads readers; secondly, because it is degrading to advertisers and the newspaper staff; and thirdly, because it is not so profitable as other methods of advertising. When these notices were given free much trouble arose from the jealousy of the different exhibitors, hence, free notices could not be allowed. For these reasons our plan should commend itself.



### WHY DON'T YOU RUN YOUR OWN BUSINESS ?

**B**ELOW is given a lengthy article from the *Chicago Journal of Commerce*, on the abuses of advertising agencies, which is worth its length in gold to both the large and small advertiser.

Advertising agencies have had their day. They have flourished like the green bay tree, and have made money. But as is quoted below, "bigotry, deceit, petty jealousies and fraud may prosper for a time, but the end is inevitable failure and disgrace."

The way these agencies do business is this: As soon as they see a firm doing a little advertising they find out the exact amount to be spent. The agent then makes up a list of papers and submits it. The advertiser is surprised, and his heart at once gladdens at getting into so many papers at such a small figure, and the agent's contract is signed, then a placard neatly framed is hung in a conspicuous place in the advertiser's office, with the legend:

ALL PROPOSITIONS FOR ADVERTISING  
SHOULD BE MADE TO

W. E. FLEECEYOU & CO.,  
ADVERTISING AGENTS,

WHO HAVE CHARGE OF WHATEVER BUSINESS WE HAVE  
TO DO WITH NEWSPAPERS.

The advertiser retires to his private office, congratulating himself on the time and money he has saved, and at once prepares for a big run of business. Then the agent begins his work. In the list of papers he had submitted there are probably not more than three of value to the advertiser or anybody else. These three are among the best known in the country, and are the bait with which the advertiser is caught. The rest of the list is composed of papers that the advertiser has never seen or heard of. He thinks of course they are as valuable and well-known as the three mentioned. The copy for the advertisement is then made out and printed, and sent, together with a letter, to each paper on the list. The letter is an offer, (generally seventy-five per cent. lower than regular advertising rates) to run the advertisement, and finishes something like this: "If you accept our offer we will forward cheque by return mail less our twenty-five per cent. commission." Oh ye gods, what a chance this is for the half-starved publishers who make up this list! Of course the offer is accepted, the "ad" is inserted, and the paper—save the mark—appears. The quality of the paper used is of the cheapest, the ink is nothing better than coal tar, and the type is worn down to the second nick in nine cases out of ten, and it is almost impossible to decipher the advertisement. But the advertiser does not know this. He has the utmost confidence in the agency, and thinks all is right. However, the months

slip by, "the business that he looked for never came," his money and his confidence in advertising are gone; he plants his foot down firmly and says "advertising doesn't pay."

Just another word. You would never think of handing your book-keeping or your correspondence over to an agency. And yet you do it with the most important part of your business. The old saying: "He that by the plow would thrive, himself must either hold or drive," might be very properly applied here.

This is what the *Journal of Commerce* says:

It is absolutely necessary in this age of competition for business men to advertise. They must disseminate the knowledge among the people of the intrinsic value of their products or merchandise.

Every day there are thousands of dollars virtually thrown away because of the lack of knowledge of how or when to advertise, and too frequently on account of the confidence reposed in men who make a specialty of dealing with the publishers of papers throughout the country.

There is another class of advertising agents who are prone to impose upon the publisher and abuse the confidence of their patrons. Their cupidity and selfishness is too apparent to in any manner consider equity and justice. Instances have been known where publications of reputed worth and *bona fide* circulation have been ignored, for the simple reason that space could not be obtained upon such advantageous terms as desired.

Oftentimes the agent referred to, or his representative, allows personal prejudice and strong political or religious preferences to interfere with the transactions of their legitimate business, and not infrequently the advertiser who selects a list of papers whose circulation and standard of excellence are apparent, is given to understand either directly or by innuendo that such and such a paper against which the agent may have a real or fancied grievance, is not worthy of his consideration, and for that reason is stricken from the list of papers to be favored with his business. The advertiser who is a thorough man of business is looking only for results which he knows a judicious and liberal use of printer's ink always insures, and his wishes should not be thwarted by the narrow-gauge policy of ignorant and prejudiced bigots, who form the class to which reference is made.

The advertising agent who endeavors to increase his income by trickery and alleged smart business methods, with the publisher on the one hand, and his patron on the other, must sooner or later reap the result of such questionable means, and if he loses the confidence of one, and the business of the other, he has no one to blame but his own shortsighted self. An instance may be cited which will give the inter-

ested reader an idea of how the unscrupulous advertising agent herewith referred to is prone to abstract a profit both from the publisher and his patron, the advertiser.

The advertiser selects his list of papers in which he desires his advertisement to appear. The agent notes that among the list selected there is possibly one or two papers in which he has no contracted space. He forthwith communicates with the publisher and is informed that there is no deviation from the card rates, and that no commission is allowed. For example we will say that the space desired is \$100 per month. The agent has the letter wherein it is explicitly stated that no less price will be accepted. Reluctantly he shows it to the advertiser, who thus satisfied that that is the ultimatum, consents that the agent place his advertisement in that especial publication at the price named. Then it is the agent begins to work upon the cupidity and firmness of the publisher. A letter is forwarded stating that the agent is very sorry that the valuable paper aforesaid was not at first included in the list selected and that the amount of money appropriated for the purpose was nearly, if not quite exhausted, but upon his own responsibility he will offer say \$60, which he has every reason to believe will be refused. It is refused.

This serves to lengthen the correspondence and the next letter is cunningly worded. The publisher is, figuratively, patted upon the back and told that after further consideration it had been decided to strike from the list a less important publication and make his valuable journal the best offer possible, and that it would be considered a favor if the enclosed cheque for \$75 would be accepted for the space mentioned. Nine times out of ten the publisher does not refuse the \$75 at hand cash in advance for the space.

The advertising agent has thus acquired the \$100 space for \$75, and credits himself with what his ingenious correspondence earned him. Of course he charges the advertiser a small per cent., say 12½c., and thus on the one publication his aggregate profit is \$37.50. Such methods are considered sharp, and there are advertising agents who do not hesitate to employ them. Many business men, however, are having their eyes opened to the deceit and trickery, as practised by a certain class of agents who pass as the sponsors for honesty and integrity in business. It is for this reason that large advertisers have found it to their advantage to place a competent man in charge of that department of their business. Much more than his salary is saved in commissions usually allowed by the provincial press, and there is, beside, the satisfaction of conducting their own business without hindrance or interference. No petty spites or jealousies enter into the contract-making.

Every advertising agent who has the business of his patron at heart should and does study how best to serve him. Bigotry, deceit, petty jealousies and fraud may prosper for a time, but the end is inevitable failure and disgrace.—*Canadian Grocer*.

#### A WORD TO THE WORDY EDITOR

I CANNOT resist the impression that editors are making their journals, especially the "great dailies," almost impossible to read, partly by the inordinate amount submitted to their readers, and still more by the manner in which it is submitted. I know that the criticism is not new and I know the usual answer—that a newspaper is made up of an "assortment to suit all tastes," and that each class of readers can and will choose what is really of interest. But the answer is only partly true. There is much in the contents of any considerable newspaper—the greater part often—that is meant for the general reader, and it is precisely this portion that is growing in volume and diffuseness beyond all reason. If one compares it with a portion meant for special classes, the difference is very marked. Why, in the name of mental hygiene, should not the wants of the general reader—myself, for example—so far as they can be known, be treated with the same intelligent respect? Of course, there is necessarily a certain vagueness about some of these wants. No editor can be expected to know whether I want my reading served with "*sauce piquante*," or accompanied by "*pieces sucrées*." But there can be no doubt that I, with every other fairly intelligent reader, do like my news told me in generally simple English, and with a decent sense of the relative importance of an earthquake in California, and an elopement in a village of central New York, a day's session of Congress, or a duel between two insignificant Americans on foreign soil.—*Scribner's*.

#### AN ENCOUNTER WITH MARK TWAIN

"TEN years ago," says a newspaper man, "I was very young and correspondingly fresh. I had secured a place as reporter on *The Boston Traveller*, and felt that I held the destinies of nations in my hands. I was taking hotel arrivals one day, when a stranger lounged up to the register and asked with a drawl: 'Editor of a paper here?' I nodded patronizingly, and he observed that it was a great responsibility. He said that he had tried hard to become a great editor, and once secured a place on a Western weekly, but had been ingloriously discharged. He seemed quite heart-broken, and I proceeded to tell him that journalists were born, not made, and to make an egregious ass of myself generally. He lounged away, the clerk told me his name was Mark Twain, and I made a sneak out the back way."

### A QUEER AGENCY

FOR some time past, PRINTER AND PUBLISHER has been in receipt of letters enquiring as to the reliability of a certain Newspaper Advertising Agency managed by Geo. F. Wrigley. This gentleman was sending orders for advertising to various American papers, the advertisements containing particulars of a prize Bible Competition regulated by the Exquisite Toilet Mfg. Co. of 170 Yonge Street, and similar institutions. A representative of PRINTER AND PUBLISHER set out to investigate. Calling at 170 Yonge St., he found two rooms in this building taken up by the Exquisite Toilet Mfg. Co. The entrance was partitioned so as to allow a person entering no chance to see anything that was going on. A young lady came to ask his business, and he was informed that the manager, Mr. M. B. Steel, was away travelling, and she didn't know where he could be found, nor when he would be back. She knew Mr. Wrigley, but did not know where he could be found nor when he would be in. He sometimes came in two or three times a day, sometimes only two or three times a week. From there the representative went to the *Ladies' Pictorial Weekly* and enquired for Mr. Wrigley. He was found in a neat little office on the second floor, busy opening letters. Mr. Wrigley stated that he was acting as advertising agent for the *Ladies' Pictorial Weekly* and the Exquisite Toilet Mfg. Co., the latter being a branch of the former. Consequently it would seem that he is in the employ of the company, and this means of saving twenty-five per cent. by means of an advertising agent was perhaps strictly legal, but hardly just. Everybody knows what kind of concerns these are that hold prize Bible Competitions and give away tooth powder and low priced magazines, and United States papers would secure themselves and avoid aiding a class of companies which live on the credulous by repressing all advertisements from such mysterious agencies. The Exquisite Toilet Mfg. Co. looks to be a genuine fake, as the lady who said she was pro tem. manager tried to conceal knowledge which she must have possessed. But of course appearances are often deceitful.

### THE WORK OF THE MACHINES

IN the August issue a report of the work of the type-setting machines was given, and another report is now given for the information of printers who are interested in the introduction of machines. The greatest trouble with the machines is that being so complicated and delicate, breakages occur quite often, and much time is lost. Both kinds of machines require a practical machinist to be always in attendance, and this would seem to destroy their usefulness in an office that was not so situated as to have an expert

machinist always at hand. The first report is that of the Linotypes (Mergenthaler) in the *Globe* office, for the two weeks ending August 23rd, since which date numerous changes have prevented accurate reports.

#### NIGHT WORK.

Aug. 10th, 120,900 ems.	Aug. 17th, 112,500 ems.
" 11th, 117,500 "	" 18th, 100,600 "
" 12th, 98,300 "	" 19th, 110,900 "
" 14th, 108,300 "	" 21st, 120,100 "
" 15th, 104,600 "	" 22nd, 117,000 "
" 16th, 114,600 "	" 23rd, 96,200 "
	1321,500 "

That is, six men working for twelve days of seven-and-one-half hours each, or a total of 540 hours, set 1321,500 ems. Deducting 53½ hours lost for lunches, and by delays, 416½ was the number of actual working hours: thus giving an average of 2,716 ems per hour. Now, the manager of the *Globe* states that the cost of the machines is about five dollars per day, and from the figures given it can be readily seen that 18,333 ems is the average per machine per day, thus giving a cost of setting of 27 3-11 cents per thousand. Thus the gain is seen to be quite great, and to this direct gain must be added the gain from having no stock of type to carry. The *Globe* people seem to be well satisfied with the way the machines are running, and with the actual cost of setting.

The *Empire* report of its three Rogers machines for the week ending August 13th, was as follows:

Dixon, - 44 hours, - 119,900 ems.
Seymour, 42 " - 72,700 "
Harper, 42 " - 88,300 "
280,900 "

The average per man is thus 96,666 ems per week, while the estimated cost of the machines is \$23.10 per week, thus giving a cost of 24½c. per thousand. This would be lessened if the *Empire* office used the machines in the day time also, as the rent is one dollar per day.

The *Mail* report for the week ending September 3rd, is as follows:

Pearce, - 48 hours, - 94,600 ems.
Sparrowhawk, 40 " - 82,300 "
Mulligan, - 48 " - 73,800 "
250,000 "

Here the average per man is \$3,556 ems per week. These machines are the same as the *Empire*, but being run both night and day the rent is to be estimated at one-half, hence, the cost of a machine per week is \$20.10, or an average cost per thousand of 24c.

In Ottawa the machines are doing fairly good work, the men receiving 15c. per 1000 ems. Some

operators have earned as much as \$18.00 per week, working eight hours each night, thus setting 120,000 ems, which is a large amount for one machine, but just the amount which those interested in the machines claim should be attained by all fairly skilled operatives.

The machine in the office of the J. B. McLean Co. reached 94,000 in one week, but it is not steadily operated.

All these estimates are on the wage basis of \$15 per week. The reports are accurate as to the number set, but the cost of the respective machines may not be exactly as represented, yet they are as near as can be readily ascertained; and while the estimated cost per thousand may not be exactly correct, yet it is sufficiently so to indicate the work that is being done. When the operators become more skilful in working the keyboard, and more familiar with the mechanism of the machines, better results are anticipated. Taking all circumstances into consideration, complete success has not yet been attained.

#### THE PAPER MARKET

**D**URING the past couple of years there has been a gradual decline in the prices and a steady improvement in the quality of printing papers. Newspaper publishers were beginning to hope for the old-time profits from their business. Unfortunately, however, it does not look as if the low prices were to be permanent. Manufacturers claim that they have been losing money. Owing to close competition they have been selling paper about cost. The recent rise in chemicals and rags, and the scarcity of the latter, have forced the manufacturers to consider the advisability of advancing prices. Wood pulp is also higher. It was delivered at the mills a short time ago at \$15 a ton, and even less; now \$25 is asked. Sixteen of the manufacturers held a meeting in Montreal recently, and after considerable discussion decided to advance prices, making a list below which none of them would sell. These figures show a slight advance on the prices previously asked. The tendency is towards a still further advance. Although they are asking these and higher prices, it is not likely that present figures will be maintained, but that cutting will go on as before, unless the prices of raw material keep up. A simple agreement among manufacturers, such as the one now adopted by the Canadian Paper Maker's Association, is never adhered to; someone always cuts. They already foresee this, and admit that the only way to put the business on a satisfactory basis is the formation of a pool, a trust, or a consolidation of the companies. The tendency seems to be in the direction of the organization of a joint stock company to take over all the mills. Should

the leading manufacturers decide to do so, they can easily force all the smaller mills to come in, as the latter with old-time machinery and limited hours cannot possibly compete with modern machinery, working twenty-four hours a day.

The following are prices now asked by manufacturers and jobbers:

	CARS.	LESS THAN CARS.
No. 3 Print, in rolls, per lb. . . . .	3½ to 4c.	3¾ to 4¼c.
" " " reams, " . . . .	3¾ " 4c.	4¼ " 4½c.
Machine-finished book reams. . . . .	6 " 6½c.	
No. 2, or sup. cal. book. . . . .	7 " 7½c.	
No. 1, or sup. cal. lith. . . . .	8 " 9c.	
Writings, engine-sized. . . . .	8 " 10c.	
" tub " . . . . .	12½ " 15c.	

#### BUSINESS CHANGES

C. E. D. WOOD, late publisher of the *Macleod Gazette*, has gone into the insurance business.

REMOR connects the name of W. H. Kerr, of the *Brussels Post*, with the probable purchase of the *Godrich Signal*.

THE *Gazette and Review*, of Parkhill, have been amalgamated, and under one management appear as the *Gazette-Review*.

MR. J. B. STEPHENS has retired from the firm of publishers of the *Stratford Beacon*, leaving Mr. William O'Brien in sole control.

MR. THOMAS MCGIVERIN has sold the *Dumfries Reformer* to Mr. Laidlaw, formerly of Patullo & Laidlaw, Woodstock, who assumed possession on the 1st. instant.

MR. USEBE SENECAI, publisher of *La Minerve*, has acquired *Le Monde* for \$23,000, and will at once take charge of the paper. No changes in the staff are expected.

MR. FRED. ARMSTRONG, late city editor of the *Guelph Herald*, has purchased a paper in Neepawa, Manitoba. Previous to leaving he was the recipient of many handsome presents.

THE *Essex Free Press* has changed hands, E. J. Lovelace having bought out H. & H. Walters. The Walters brothers have gone to look for health among the Rocky mountains. Mr. Lovelace was formerly editor of the *Petroleum Topic*.

MR. JOHN HAGUE, formerly editor of the *Journal of Commerce*, Montreal, has purchased *Forest and Farm* in Toronto, of which he will in future be the managing editor. It is intended to organize a company for the purpose of enlarging and improving the paper.

THERE lately appeared an advertisement in an English paper for an editor of a first-class journal, it being expressly stipulated that "he must be a practical man of the world. No one who has graduated at Oxford or Cambridge need apply."

# Correspondence.

PALMERSTON, ONT., AUGUST 30, 1892

*Letter Printer and Publisher:*

DEAR SIR:—I have just read in the *PRINTER AND PUBLISHER* an abstract from the *St. Louis Stationer* relative to sharing in profits. Permit me to give your readers another sample.

The firm of Spottiswoode & Co., New Street Square, London, England, is probably as large an establishment as that of Theodore L. Devinne & Co., New York, for it employs over seven hundred hands, and it has for many years divided a share of the profits among its employees every year. After the profits have reached a certain figure, the balance is divided *pro rata* among the employees according to their earnings, but the money is not given to them; it is put in the Government savings bank, and the bank books are kept by the firm, the interest being added yearly by the Government officials. When, from death or any other cause, the owner of a book becomes unable to follow his employment, the book is handed over to him or his next of kin to dispose of the amount set down therein as he may think fit.

With regard to the nine-hour movement, the firm of Spottiswoode & Co. generously give to their employees receiving weekly wages four hours every Saturday, during the months of May to September, inclusive, and close at five p.m. on the other Saturdays of the year.

Yours truly,

J. T. LACY.

## MONTREAL NOTES

MESSRS. BARCOCK & Co. have moved to new premises on Craig St.

MR. C. L. DAVIDSON, manager for Barber & Ellis, has returned from the seaside.

THE French job-houses report good business, but at cut prices. Who is to blame?

THE rumor that the Canada Paper Company was putting in new machinery is unfounded.

THE *Gazette* job-room is working full blast on theatre work. They do a large trade in that line.

MR. J. C. WILSON is out at his mill in Lachute. He generally takes a few flying visits every month.

MR. McBRIDE, the City Hall man for the *Gazette*, has just returned from his vacation. He was west to his home.

D. ENGLISH is now working on theatre tickets. He does most of this work, as he is popular with the managers.

MESSRS. EATON & Co., job printers, say business with them is good. They do a large job trade but it is all small work.

MR. ROBINSON, formerly city editor of the *Gazette*, has returned from a three months' trip to England. Robbie is looking fine, and is back with the old boys on the local staff.

THE George Bishop Lithographing Company printed the large poster for the Exhibition Company. The poster is a nice one and strictly in keeping with the work this firm turn out.

MESSRS. Desbarats & Company are now working the second edition of Bradley & Garrettson's "MEX OF CANADA." They also have in hand H. K. Martin's "CASTOROLOGIA," which will soon be out.

SINCE the new management have taken hold of the *Herald* they have been doing a nice job trade. Mr. Tom Larkin, the foreman, is always glad to see his old friends. He was with the old company for a long time and is well liked.

MR. ELLIS, of the Barber & Ellis Company, was in town this month. The Montreal branch of this firm are now doing a nice steady trade both in this and the lower province. Mr. Davidson, their manager, is a hustler, and is well known to the trade in both sections.

MR. C. McADAM, financial manager for J. C. Wilson & Co., has just returned from England, where he was with the Bisley team. It was a sad home-coming for Mr. McAdam, as his father was killed a week or so before his arrival. Mr. McAdam, sr., was one of our oldest book men, having been connected with that trade for years. He retired some time ago. When the accident happened he was out walking. His age was seventy-five years. By his death Montreal loses one of her oldest citizens. We offer his son our deepest sympathy in his bereavement.

## A VALUABLE TRADE PAPER

HAVING a critical constituency to cater for, it is only natural that extreme care has been taken with the letter-press of that admirable journal, THE *PRINTER AND PUBLISHER*. It is a model of typography. The arrangement of the matter is good and the substance interesting. Every person engaged in the printing and publishing business should read this paper if he would keep himself informed of the occurrences particularly interesting to the trade. The September number, which is issued, contains a lengthy and interesting report of the recent convention of the United Typothetae. *Toronto Globe*.

**THAT BOY JIM**

He was the "devil," that boy Jim  
 Couldn't do nuthin' at all with him ;  
 Ragged an' dirty-- a gutter snipe  
 Pi-in' the cases, distributin' type ;  
 Peltin' the neighbors on their heads,  
 With bran' new quoins an' slugs an' leads,  
 From early mornin' to evenin' dim  
 He was the "devil," that boy Jim.

Editor cussed him--'t wan't no good ;  
 Head as hard as a peice o' wood ;  
 Just bust out in a loud hooray.  
 An' kept right on in his hard head way.  
 But onct when the train was passin' by,  
 An' the editor's child on the track --Oh, my !  
 Jim he rushed with the same don't care  
 Right in front o' the engine there !

Child was saved ! \* \* \* But where was Jim ?  
 With flamin' lanterns they looked for him,  
 While the people trembled an' held their breath--  
 "Under the engine, crushed to death !"  
 There in the dust an' grime he lay--  
 Jim ! he had given his life away !  
 'Twasn't no use to weep for him ;  
 He was a' angel--that boy Jim !

**THE NEWSPAPER PRESS OF AMERICA AND EUROPE**

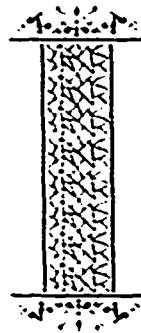
**T**HE American Newspaper Directory for 1892, published by Geo. P. Rowell & Co., New York, just out, gives a table showing that there are 18,714 newspapers and magazines published in the United States. There are 1,759 dailies, 33 tri-weeklies, 209 semi-weeklies, 13,404 weeklies, 83 tri-monthlies, 224 semi-monthlies, 2,754 monthlies, 56 bi-monthlies and 192 quarterlies. New York comes first with a total of 1,971 periodicals; Illinois is second with 1,438, and Pennsylvania third with 1,403. Alaska has the least number, 3; Indian Territory is second lowest with 23, and Arizona third with 32. Canada and Newfoundland have a total of 859 periodicals. In 1891 there were 18,536 periodicals published in the United States, and the list for 1882 shows a gain of 178 over last year's figures. In Canada and Newfoundland 22 more periodicals are issued this year than in 1891.

The number of newspapers published in all countries is estimated at 46,000, of which number about 24,000 appear in Europe. Germany heads the European list with 5,000, then comes France with 4,100, England with 4,000, Austria-Hungary with 3,500, Italy with 1,400, Spain with 850, Russia with 800, Switzerland with 450, Belgium and Holland with 300 each, and the rest are published in Portugal, the Scandanavian and the Balkan countries.

The world consumes 3,000,000,000 pounds of paper a year, and is supplied by 4,500 paper mills.

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**THE BEST IN THE WORLD.**

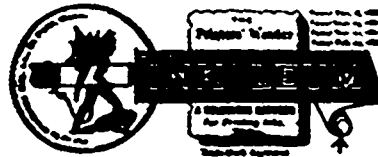


Do not send to the States because you think you cannot get these engravings done well enough here. Our work is unequalled in Canada, unexcelled anywhere. . . .

We make a specialty of engraving and printing illustrated newspaper supplements and special issues. . . .

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Geo. M. STANCHFIELD, PATENTEE

**THE LAMINUM INK SYSTEM** for Printers, Lithographers and Book Binders never fails to do all that is claimed for it, in printing ink of any color, to matter how old or stiff, to any consistency required without affecting the color or shade of the most delicate tints, and makes all ink work clear, free and easy, without clogging the broad lines, on all press or size, the colored clay or water without fire, or the best dry in summer when rollers are obstinate and refuse to take or distribute the ink. Ink set in 10 minutes on rollers, but makes the ink and plate dry quick and clear on paper, and will in every instance, like varnish, enables second or third colors to follow at once, and enables work to be distributed almost immediately from press without softening. Ink is rubbed good soft rollers by washing or pulling dry once from case, but when the ink left on them over night or longer, or a hour or two with a few drops of ISANUM put on with your finger, and your press is ready to haul, whether it is to be done in two or two days above in the room. A trial will convince any person.

BEWARE OF IMITATIONS. ASK FOR THE WORTHLESS IMITATION SAID TO BE JUST AS GOOD  
**PRICE, ONLY 80 CENTS.**  
 For sale by every Type Foundry in the world. Put up only by  
**Electric Manufacturing Co., Gwalkin & Co. Managers, 67 Bay St. Toronto**

**PUBLISHERS,  
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Drop of ink made millions thick.

**H. C. Stovel & Co.**

249 Portage Ave. - Western Printers' Supply Depot

WINNIPEG



STEREOTYPERS,  
READY PRINTS, ETC.

## CRAFT NOTES

CARBERY is to have a new paper, to be called *The Express*.

THE Winchester *Press* has been enlarged, and a new press is now in use.

THE Clarksburg *Reflector* is a recent addition to the country journalism of Ontario.

THE Fort William *Journal* has been considerably enlarged, and appears to be prospering.

Two editors of the New York *Tribune* have been visiting the Indian reservation at Brantford, Ont.

MR. R. W. SHANNON, editor and proprietor of the Ottawa *Citizen* has been visiting New Brunswick.

MR. W. A. RITCHIE, commercial editor of the Montreal *Gazette*, called on PRINTER AND PUBLISHER last week.

THE Campbellford *Press* has suspended publication. The job department will be continued by H. Dryden.

A NEW daily paper has been started at Digby, called the *Evening Telegram*. Its editor is John T. McBride.

THE *Missisquoi Enterprise* is the title of a new barque on the journalistic ocean, launched by Mr. T. W. Lance.

MR. J. WILKINSON, proprietor of the St. Thomas *Times*, who has been ill the past few weeks, is somewhat better.

MR. PATRICK FOLEY, of the *Irish World*, New York, is on a vacation just now, and is visiting his Canadian friends.

THE next issue of *The Typotheta*, formerly published at Pittsburgh, will be published from Chicago, its new home.

THE Commercial Printing Company, Winnipeg, has been awarded the contract for Manitoba Government printing.

MR. A. C. PATTERSON, editor of the Qu'Appelle *Progress*, was recently married in Winnipeg, to Miss Irving, of Thedford, Ont.

THE publication of the *Standard*—the journal established by Henry George in New York to push his single tax theory—has been discontinued.

THE book debts of the old Montreal *Herald* company, valued at \$7,980, were sold by auction to C. C. Claggett & Co. at 23 cents on the dollar.

JUD. E. R. COLLINS, of Westfield, N. J., managing editor of *Texas Siftings*, was in Ottawa lately, looking at some phosphate lands in which he thinks of investing.

THE agricultural journal of British Columbia now becoming well known under the name of the *Commonwealth*, has again increased its size. The young journal is ambitious.

MR. CURRAN, M. P., has taken action against the *Witness* for \$5,000 damages for its statement that he used undue influence with regard to Custom House appointments, and insinuated that he was a political broker.

J. W. BENGOUGH, founder of *Grip*, is to become the cartoonist of the Montreal *Star*. His cartoons have been holding their own in the world-wide selections in the *Review of Reviews*, but Canada will still derive benefit from him.

THE Port Huron *Times* announces that John Murray, editor of the *Herald* of that city, has been selected as the Democratic candidate for State Senator of Michigan. Mr. Murray is a Canadian by birth, an old Tilsonburg boy.

AT the recent trades procession in Toronto, Typographical Union, No. 91, nearly 500 strong, with a beautiful banner, made a great showing. So did the Bookbinders and the Pressmen's Union. The *Empire* chapel wore tiles—appropriate.

IS the recent libel suits at Goderich, Mr. W. F. McLean succeeded in defending himself, while Mr. Mitchell, of the Goderich *Star*, was hardly as successful. He was forced to apologize for a certain article and pay five dollars damages.

THE current issue of *The English Canadian* has come out under new editorial auspices, the paper now being in the hands of Mr. Frank Vipond. Mr. Vipond is an enthusiastic member of the Order of the Sons of England, of which *The English Canadian* is the official organ.

THE Regina *Standard* has passed from the hands of the "Standard Publishing Co." to those of the "Standard Printing Co." The new firm is composed of Mr. J. K. McGinnis, the late editor, and Mr. Walter Scott, of the *Standard* staff. The *Standard* will be issued in future as a weekly.

THE Montreal *Star* has added to its admirable mechanical equipment a mammoth printing press, capable of printing forty-eight thousand copies of the *Star* per hour. It is one of two contracted for by the publishers of the *Star*, and will, with its coming mate, print very nearly one hundred thousand *Stars* per hour.

THE last issue of the Victoria *Daily News* has appeared. The stockholders in the paper have reached some sort of an agreement with the *Colonist* people for a consolidation, the *News* will pass out of existence and they will become shareholders on some evidently satisfactory basis in a new joint stock company, which will run the *Colonist*.

MONTEBELLO is to have a weekly newspaper. Mr. H. Bourassa, mayor of the village, and a grandson of the late Hon. Louis J. Papineau, has purchased *L'Interprete*, which has been published at Alfred and L'Original for some years, and will make Montebello

the place of publication, though the paper will continue to circulate extensively in Prescott and Russell.

FOUR informations have been sworn out against ex-Ald. E. King Dodds, publisher of the *Canadian Sportsman*, charging him with a breach of the Lottery act. The alleged offences consist of inserting advertisements of the Carlslake St. Leger sweepstake and the Carlslake St. Leger stake, which the Morality department claim are "modes of chance." He admitted publishing them and was fined on one only.

MR. J. A. GARVIN, a highly esteemed member of the *Toronto News* staff, has accepted an engagement with the *Montreal Herald*. Mr. James Pane, formerly parliamentary reporter of the *Empire*, and editor of the *London Free Press*, has been appointed secretary to the Hon. Mackenzie Bowell, Minister of Militia, and has resigned the secretaryship of the Dominion World's Fair Commission. Mr. H. E. Smallpiece, for many years the energetic business manager of the *Toronto World* has resigned.

THE *Kingston Whig* says E. Miles is the oldest printer in Canada. He is working in the *Belleville Intelligencer* office. He served his time at the printing business in the *Chronicle and Gazette* office, graduating in 1834. He is seventy-four years of age and still hale and hearty. His father established the first paper printed in Kingston. Here are others. Mr. George Cox, of the *Goderich Signal*, worked at the trade 55 years. Mr. E. Holmes, formerly of the *Clinton New Era* was nearly 60 years in the printing business, and a swift type setter.

THE *London, Eng. Morning Post* of the 13th ult. contains the announcement that "a marriage has been arranged and will take place this autumn between Mr. H. F. Moore and Miss Nellie Thistleton." Mr. Moore, who is editor of the *Mark Lane Express*, is well known in Canada, having made several visits to this country. Indeed, Canada is indebted to him, perhaps more than to any other English journalist, for his able productions regarding her resources and capabilities. Mr. Moore has also read several papers dealing with Canada before the Royal Colonial society, and otherwise displayed interest in all matters pertaining to the welfare and development of the Dominion.

CHARLES ANNAND, proprietor of the *Halifax Chronicle*, died recently in London, Eng. Mr. Annand had given but little personal attention to his paper, but was largely interested in other enterprises. Mr. Annand sold his gold mines at Waverly and Montague to an English syndicate for \$100,000, and went to London to complete the negotiations. He was taken ill with pneumonia and died very suddenly when he had so much recovered as to have made all arrangements to start for home. He is supposed to be worth over \$100,000. He leaves a widow and two sons.

THE *London Echo* has moved into a larger building, and secured a new press, regarding which the *Echo* says:—"In this commodious building we have placed a new \$3,500 double-revolution Huber printing press, which is the most complete machine west of Toronto, in fact, was the first of its kind in Canada. The Huber Printing Press Company has an enviable reputation, and wherever their presses are introduced they step up to first place at the outset. The machine secured by us has all the latest improvements, and it is capable of executing work which most of the printing presses now in use in Canada cannot begin to do." Messrs. A. Talbot & Co. are doing a good business.

*Le Monde* Newspaper company is the name of a proposed association, with a capital of \$75,000, which is seeking incorporation by letter patent for the purposes of publishing and printing newspapers, etc., in Montreal. The promoters are Messrs. Eusebe Senecal, Andre Senecal, Denis Poitras, Aime Senecal and Dame Theophanie Carpentier, wife separated as to property of Andre Senecal. "La Societe d'Imprimerie de Waterloo" also seeks to be incorporated for the purpose of publishing of *Le Journal de Waterloo* or any other newspaper that the company shall decide to publish, and to do all what generally constitutes the trade of printers, binders, stationers, editors and paper dealers.

A MEETING of the Executive Entertainment Committee, which had charge of the entertaining of the United Typothetae of America in August last, was held at the office of Messrs. Warwick & Sons, Front street west, a few days ago, for the purpose of winding up the affairs connected with the holding of the convention. Those present were: Messrs. James Murray, president of the executive; R. L. Patterson, C. W. Taylor, W. A. Shepard, Daniel Rose, A. F. Rutter, Jas. Dudley, D. A. Rose, and H. B. Brough. The financial statement was most satisfactory, and the members present were delighted with the success which had attended the result of their labors. The secretary stated that he had received from members of the Typothetae of New York, Boston, Chicago, St. Louis and other places, letters of appreciation and thanks from the delegates from those cities for the manner in which they had been entertained. A tea service and easy chair were presented to ex-President Shepard, and a swinging water service to Secretary Brough. Both gentlemen made brief speeches expressive of their appreciation. These presents were very handsome, but none too handsome to betoken the great services which these two gentlemen gave gratuitously for the success of the entertaining of the delegates. Mr. Shepard especially was worthy of appreciative recognition, because to his efforts were due the holding of the Convention in Toronto.



### NO PERFECT BOOKS

**T**HERE are some houses who pride themselves on the claim that they have the facilities for making a typographically perfect book, but it is not believed that a perfect book has yet been made. H. A. Southern, a Philadelphia publisher, recently expressed the opinion that no perfect book of ordinary size by any standard writer has yet been issued. He says, "If you have never thought about the matter you will be astonished to find the number of errors of this kind in a volume printed by a good house. No matter how much care is taken, errors are sure to creep in somehow, and I don't think a book of any size has ever been printed that was perfectly free from typographical errors. The attempt has often been made, but it has never succeeded. One famous effort was made by a large Spanish publishing house who spared no pains on a magnificent edition of a Spanish poet, and spared no expense to have every letter and mark of punctuation correct. Yet when the book had been printed and bound, an error of one letter was found. This, however, was rather mechanical than typographical, as the letter had been worked out of position by the shifting of forms. This was the closest approach to typographical perfection that has ever been made. Another famous attempt, with more surprising results, was made by a large Glasgow publishing house, which started in with the avowed intention of getting out a perfect book. Every conceivable precaution against errors that could be conceived of was taken. Six of the most expert proofreaders in the United Kingdom were employed at a high salary, and they went over the proofs very slowly, devoting hours to each page. After they had found every error they could, the revised sheet was posted in the University with an offer of two hundred dollars for the discovery of an error. Enormous crowds read the sheets, but no claim to reward was made. Yet, notwithstanding all this, when the book came out no less than five errors were found on the very first page. This illustrates the difficulty of getting out a really perfect book.—*Western Stationer*.

### A PRINTER'S NOTES ON ADVERTISING

**M**ANY advertisements are now to be found in the magazines which have been engraved although they are words and not pictures. This is a mistake. Engraving has its uses, and it will very frequently give one or two effective lines, but a whole half page or whole page notice will never look as well engraved as in type. The original characters in type require from half a day to a day to cut each of them. They are compared, and weakly executed ones are thrown away. They line better and are more legible than engraved characters. A mistake

in a block can be amended with difficulty, and the surface has usually too much upon it. Neither do engraved characters print as well as the others. This does not apply to large lines used for purposes of display in the midst of lines of type.

A corollary to this statement is that engravings of any kind are of very little value in advertising unless well printed. It is useless to use half-tone cuts for this purpose on any ordinary newspaper. Neither will a fine wood-cut be valuable. Those in which the lines are heavy and wide apart will print well enough, but they are very far from being works of art. The only kind that is of value in daily newspapers is the outline drawing, similar to those shown by a Broadway clothing house. If of other kinds, every line is clogged with ink, and the hollows also get filled, so that the whole is smudgy and undesirable.

Since it became common to make up newspapers in small pages, many old established journals have tried the experiment, and a large number without reaping advantages. Indeed, some have lost so much by the trial that they have gone back to the former shape. One great reason for this has been that there was too little reading matter to spread over the surface. Three or four columns out of nine are sufficient for reading matter in a folio paper, but when the matter is broken up on two or three pages there is very little inducement for the reader to turn over the leaves. Unless an advertisement is read it is of no value, and it is unfortunately the case that much of the surface of such a journal is rarely looked at.

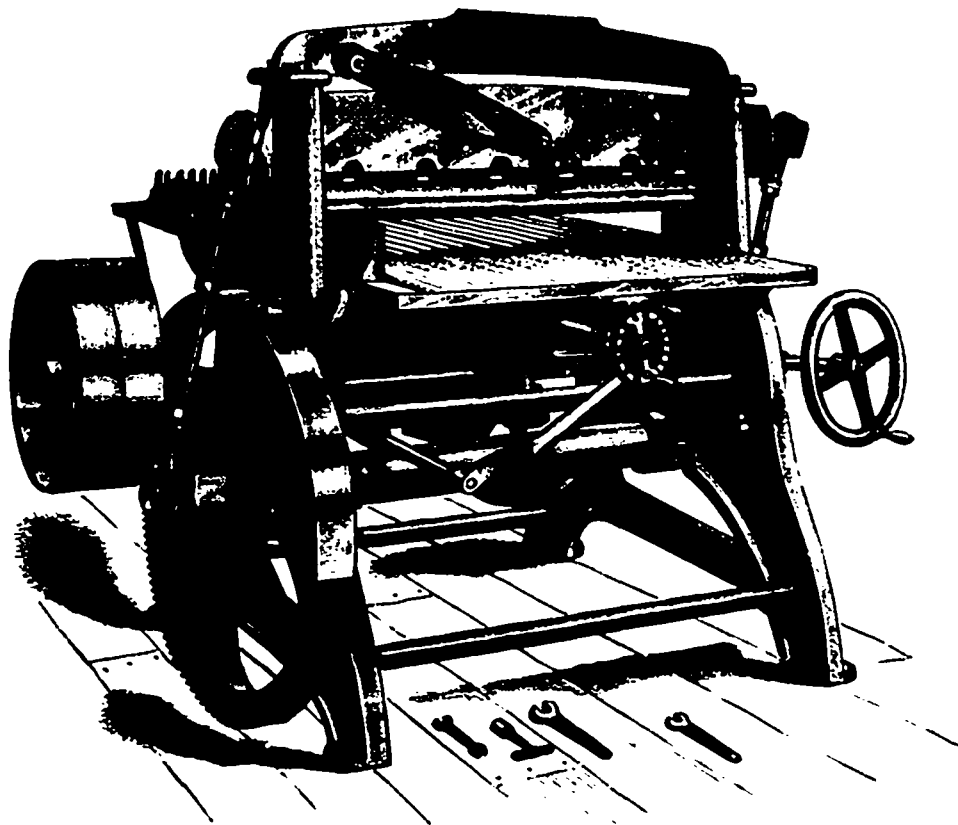
A good thing for an advertiser to do, when he puts a notice into a journal is to stipulate that it shall be reset every two months or so. There are many advertisements which are constantly changing, because their wording is different, but there is also another class in which the charm consists in being invariable. The more venerable it is as a chestnut, the more it is worth to the advertiser, as, for instance, "children cry." When the notice has been inserted for forty or fifty times, the type becomes worn. It ought to be changed, and is changed by every good printing house. Sometimes it is well to specify that it shall have different display.—*W. W. Pasko in Printer's Ink*.

**ST. PETER.**—You say yourself that you were a compositor on a daily paper. What earthly claim have you, then, to come in here.

**Compositor.**—When I came to an italic "i. e." in distributing, I always took it over to the italic case instead of putting it in my pocket to throw into the gutter after I got outside the office.

**St. Peter.**—Hustle this man down to the other gate. A good liar is bad enough, but he doesn't even know how to tell a plausible lie.—*Somerville Journal*.

# The BROWN & CARVER Paper Cutting Machines



THE STRONGEST  
QUICKEST  
MOST DURABLE  
RELIABLE  
COMPACT

**CUTTER**

IS THE WORLD...

*Write for References in Your Vicinity*

*Your friends are Using Them*

**C. R. CARVER**

Sole Manufacturer

25 N. SEVENTH ST.  
 PHILADELPHIA, PA.

## "Top of Column, next to Reading Matter"

If you will write us we will tell you all about it. Together we can "put up a job" on your advertisers that will make you money. It requires some ingenuity to get the best of the exacting advertiser of to-day, but we have been perfecting this scheme for a long time and can say that it is meeting with great success. You need not print a paper one-third larger than you have any use for, nine months out of each year in order to handle three months' rush of advertising



## BOOK-FOLDING MACHINES

You ought to know who makes the best before you place your order. We will be glad to tell you all about what we think to be the very best Point Feed Book-Folder for accurate work that has ever been placed on the market. Write for circular with full particulars



NEW YORK OFFICE

ROOM 69 COTTON EXCHANGE BUILDING

**Dexter Folder Co.**

FULTON, N.Y.



20 A. TWELVE-POINT ANCIENT GOTHIC. \$2.00

✦ PECULIAR NOTIONS OF LONG-FORGOTTEN SCRIBES ✦  
RESCUED FROM THE RUINS OF TIME AND BURIED IN DUSTY LIBRARIES  
1,234,567,890 FADED MANUSCRIPTS

15 A. EIGHTEEN-POINT ANCIENT GOTHIC. \$2.50

✦ PERFECT AND COMPARATIVE IMITATIONS ✦  
MODERN ARCHITECTS COPYING ANTIQUATED DESIGNS  
765,432 CRUMBLING CITADELS

12 A. TWENTY-FOUR-POINT ANCIENT GOTHIC. \$3.15

CENTURIES OF PUBLIC CRITICISM ENDURED  
✦ NOTED MASTERS MEMORIZED ✦

6 A. THIRTY-SIX-POINT ANCIENT GOTHIC. \$3.25

PROBED FOR HEALING BALMS  
NATURE'S HANDIWORK

5 A. FORTY-EIGHT-POINT ANCIENT GOTHIC. \$3.00

ROMANS AND NORSEMEN

CAST FROM OUR CELEBRATED NICKEL ALLOY TYPE METAL. BEST IN THE WORLD.

Keystone Type Foundry

735 to 729 Sanson St., Philadelphia.

FOR SALE BY MILLER & RICHARD, TORONTO.

NEW YORK  
17 ASTOR PLACE

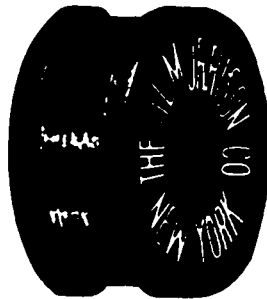
THE J. L. MORRISON CO.

TORONTO  
28 FRONT ST. W.

MANUFACTURERS

WIRE AND WIRE STITCHING MACHINES

“PERFECTION”



QUALITY.



ECONOMICAL



EASILY UNDERSTOOD

*The Best on the Market*

Send for Catalogue

“PERFECTION” (Registered Trade Mark)

THE J. L. MORRISON CO.

**French**

TRANSLATION AND  
COMPOSITION FOR  
THE TRADE \*\*\*

**German**

John H. Cameron, B.A.  
10 FRONT ST. EAST  
TORONTO, ONT.

**Italian**

—:— SUBSCRIBE FOR THE —:—

**PRINTER & PUBLISHER**



The only Journal in the interests  
of the craft published in Canada.



The Ladder of Journalism

.. HOW TO CLIMB IT ..

By T. CAMPBELL-COPPLAND

A primer of newspaper work, prepared by a practical newspaper man; containing hints and suggestions of value to every aspirant for journalistic honors; telling just what the young reporter wants to know; outlining the duties of each man on the staff—in a word, “A Text Book on Journalism.” A handsome book of 115 pages.

Price, 50 cents

BLUE PENCIL RULES

A Pocket Primer for the use of Reporters, Correspondents and “Copy Choppers.” Short, simple and practical rules for the making and editing of newspaper copy.

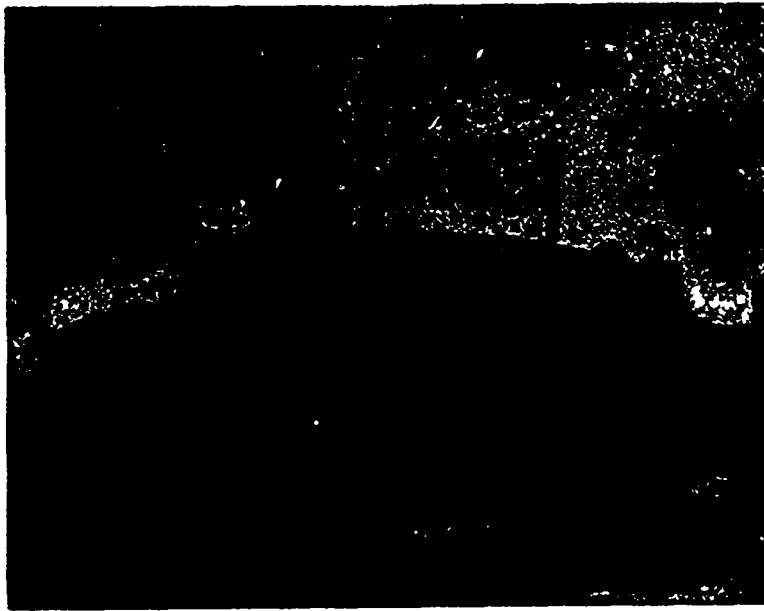
PREPARED BY ALAN G. NEVINS

This collection of rules has received the approval of many of the ablest editors in the country, and a large number of the leading newspapers are laying the books in quantities for distribution among the reporters and correspondents.

Price Ten Cents per copy

Special rates for orders of one hundred and more.

Allan Forman, Publisher, 117 Nassau St., N.Y.



THE E. B. EDDY CO.'S PAPER MILL NO. 2



← TIME →

E. B. EDDY CO.

♦ ♦ OF ♦ ♦

HULL, - QUE.

TORONTO BRANCH, 29 Front St. W.

MONTREAL BRANCH, 318 St. James St.

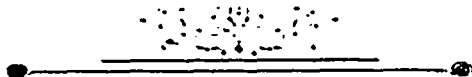


• • • MANUFACTURE • • •

ALL GRADES OF NEWS PAPER

MANILLAS, WRITING MANILLAS, TOILETS, TISSUES . . . .

AND WRAPPING PAPERS, ETC., ETC. . . .



WOOD BOARDS

- LINED . . . .
- UNLINED . . . .
- DUPLEX, &c., &c. . . .

STAINED AND COLOURED

The leading Newspapers, Printers,  
and Manufacturing Station-  
ers are now using our Papers  
and Wood Boards . . . . .



INTERIOR OF THE E. B. EDDY CO.'S PAPER MILL NO. 2

**The Grip Co. Engravers.**

REPRODUCTION OF WOOD CUTS, STEEL ENGRAVINGS ETC.  
 OUR PLATES WILL PRINT ON ALL PRESSES  
 WITH GOOD PAPER AND INK.  
 WRITE FOR PRICES AND SPECIMENS OF WORK.



**Grip Printing & Publishing Co. Toronto.**

**TORONTO ENGRAVING CO.**

53 KING STREET W. ENTRANCE ON BAY ST.

**BEST CLASS WORK AT MODERATE PRICES**

**CUTS FOR ALL ILLUSTRATIVE PURPOSES**



**OUR PROCESSES:**  
 WOOD ENGRAVING  
 PHOTO ENGRAVING  
 ZINC ENGRAVING  
 HALF TONE  
 WAX ENGRAVING  
 DESIGNING.

F. BRIDGMAN MGR.

**TELEPHONE 2893**

**CANADIAN PHOTO ENGRAVING BUREAU**

**BEST PRINTS**

MOORE & ALEXANDER PROPRIETORS


HALF-TONE & ZINC-ETCHING

16 ADELAIDE ST. TORONTO.



**TORONTO LITHOGRAPHING CO.**

LARGEST & MOST COMPLETE ESTABLISHMENT IN CANADA



The  
**Grip Printing and  
 Publishing Co.**

ENGRAVERS ON  
 COPPER, ZINC OR WOOD

— BY THE —

Latest Improved Methods

\*\*\*\*\*

Our Half-tone Engravings on Copper, are etched specially deep, and consequently are clear printing, while the surface is such that a beautiful soft effect is obtained.

Our Zinc Plates are made on a specially hard quality of Zinc, deep etched, and will stand a 50,000 run better than plates on ordinary Zinc will one of 25,000.

\*\*\*\*\*

We also make on Zinc all kinds of Line Engravings



HALF-TONE ENGRAVING ON COPPER  
 Made direct from Photo



LINE ENGRAVING ON ZINC  
 Made direct from Pen and Ink Sketch

SKILLED artists in our employment furnish original designs for CARDS, LETTER or BILL-HEADS, HEADINGS, CERTIFICATES, etc., for reproduction in one, two or more colors, and we are always willing to submit pencil sketches with estimate :- :- :-

FOR Half-tones, Photos, Wash-drawings, Crayon Sketches, or Lithographs, which can be reduced to any size :- :-

FOR Line-Work, Pen and Ink Sketches, Litho and Wood-Cut Prints, Steel Engravings or Etchings, the amount of reduction possible depending on the fineness or closeness of the lines :- :- :-

Samples and Estimates on application

\*\*\*\*\*

**The Grip Printing and Publishing Co.**

201 and 203 Yonge St., Toronto

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

# "SUPERFINE LINEN RECORD"

(Each sheet contains above water-mark)

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

SOLD BY THE LEADING WHOLESALE PAPER DEALERS THROUGHOUT THE DOMINION

Usual weights in each size.

The following are the stock sizes (write or azure)

Cap 14 x 17	Royal 20 x 24	Dbl. Medium 23 x
Dbl. Cap 17 x 20	Super. Royal 20 x 28	Dbl. Royal 24 x 30
Demy 18 x 21	Imperial 23 x 31	Dbl. Royal (long) 19 x 40
Large Post. 27 x 22		
Medium 18 x 23		

## MONTREAL PAPER MILLS CO.

(ST. LAWRENCE PAPER MILLS)

MANUFACTURERS OF AND DEALERS IN

Book, News and Poster Papers,

Bleached and U B Manillas,

Bag Manillas and Special Hosiery Papers

Brown and Red Wrappings

AND DEALERS IN

WHITE AND COLORED WRITINGS,

PRINTERS' ROLLER COMPOSITION

COLORED COVER PAPERS

PRINTERS' POSTER, BOOK AND NEWS INKS

LINEN AND BOND PAPERS

AND GENERAL PRINTERS' SUPPLIES

BELL TELEPHONE 2690

OFFICE AND WAREHOUSE

P.O. Box 1133

586 & 588 CRAIG STREET, MONTREAL, P. Q.

WRITE FOR SAMPLES AND PRICES

## CARD BOARDS

We carry at all times a large and well assorted stock of Fine and Commercial Printer's Blanks, and White and Tinted Bristol Boards.

We would call your special attention to our new line of cheap colored board :- :- :-

### DOMINION BRISTOL

Far cheaper and much better than China Board, smooth surface, bright colors, good stock. Best value in the market :- :- :-

Write for Samples and Prices

Special Attention to Letter Orders

Canada Paper Co., 15 Front St. W. Toronto  
Craig St. Montreal.

## BOOKS FOR PRINTERS AND PUBLISHERS

The most useful works ever published

**Specimens of Job Work.** By H. G. Bishop. Most useful book ever offered to printers: contains 300 specimens of printing set up in a great variety of styles by thirty different printers in as many offices. Full cloth, price \$2.00. Just out.

**The Practical Printer.** By H. G. Bishop. Containing valuable information for printers: suitable for the boy, the journeyman, the foreman, the manager and the proprietor. 200 pages, full cloth, price \$1.00. Second edition.

**Printers' Order Book and Record of Cost.** By H. G. Bishop. Printed and ruled so as to afford a simple plan of recording the items of cost of every job done. Each book contains 100 leaves 10 1/2 x 16 and provides room for entering 3,000 jobs. Half bound, price \$3.00. Third edition.

**Diagrams of Imposition.** By H. G. Bishop. Schemes for laying down pages, with notes and explanations. Printed on bond paper and bound in red leather to fit the vest pocket. Price 50 cents. Second edition.

**The Printers' Ready Reckoner.** By H. G. Bishop. Showing at a glance the cost of stock used on job work, quantity of stock required for jobs of from 50 to 20,000 copies, and the number of sheets contained in any number of quires. Price 25 cents. Third edition.

**Challen's Job Printer's Record.** Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite, or right hand page, when wanted, (180), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and presswork, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size 9 x 12 in.

**Challen's Advertising Record.** Indexed through to enter on the left hand page the Advertiser's Name alphabetically, Agent, Commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page opposite the months (180), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size 9 x 12 inches.

**Challen's Subscription Record.** FOR WEEKLY, SEMI-WEEKLY AND MONTHLY JOURNALS. Indexed through to enter on the left hand page date received, blank spaces for the Subscriber's name and the Post Office. The right hand page has the Date of Expiration, Amount and Date (and repeated five times), so that one entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all Journals whose patrons renew year after year. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages \$3.00. Size 9 x 12 inches.

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

The J. B. McLean Co. Ltd., 10 Front Street East, Toronto

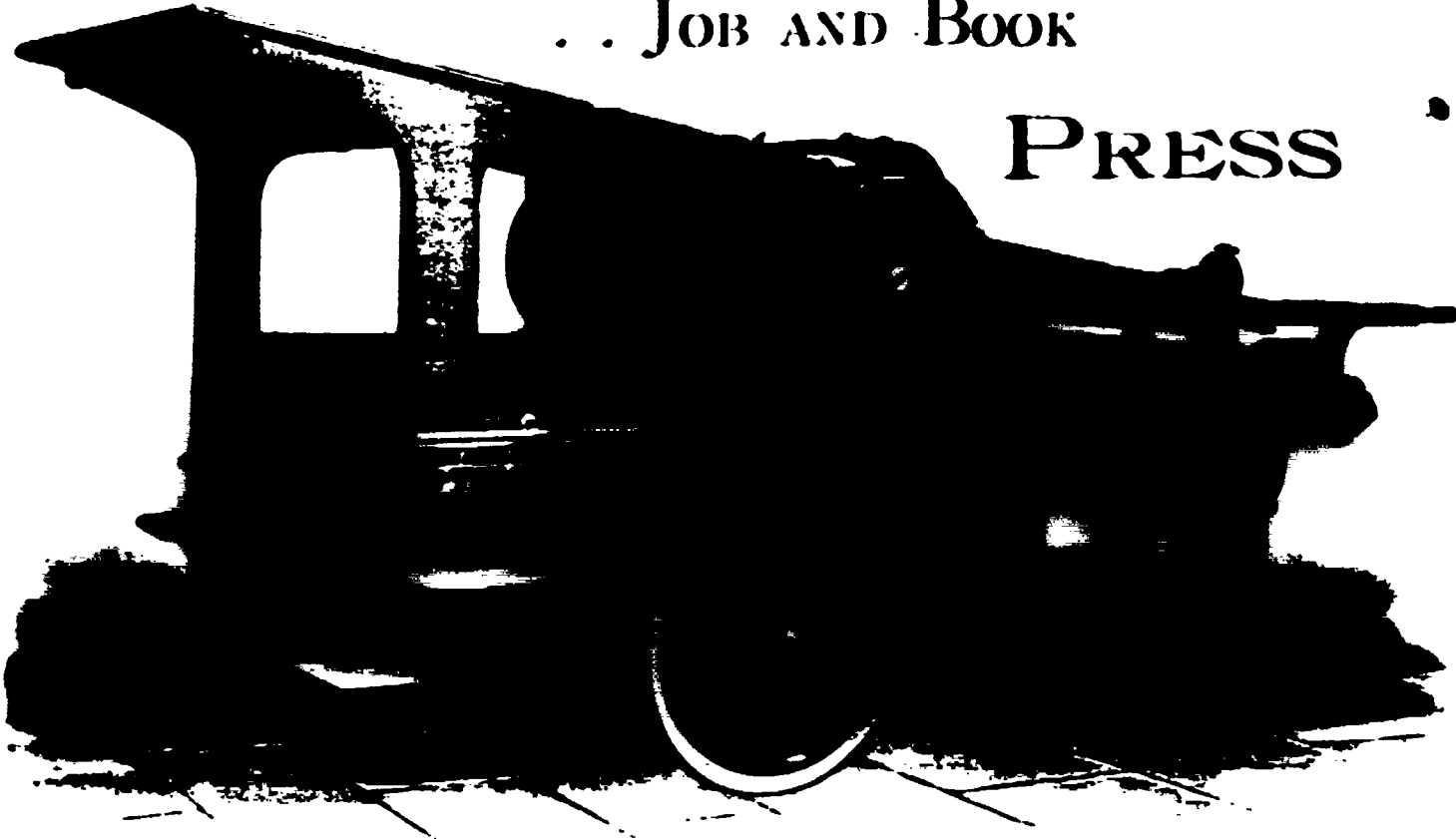


... WE STAND ON MERIT ALONE ...

**THE HUBER CRANK MOVEMENT IMPROVED TWO-REVOLUTION**

... JOB AND BOOK

**PRESS**



Double Rolling Single End Six Four-Inch Face Tracks Box  
Frame No Springs Front or Back Delivery

Capacity 100 to 1,000 lbs. Pressing Into or Rolling  
or Drawing Paper, Spool, etc.

The Huber Presses are used in the representative houses of this country who will substantiate all we claim for them. Send for descriptive circulars of our Sheet Perfecting Book Press, Two-Color Press, Two-Revolution Job and Book "Crank Movement" Press, Two-Revolution Job and Book "Air Spring" Press and Two-Revolution "Mustang" Rapid Letter Crank Movement.

SIZES				DIMENSIONS, WEIGHT AND SPEED				
NO.	FACE	WIDTH	DEPTH	LENGTH OVER ALL	WIDTH OVER ALL	HEIGHT OVER ALL	WEIGHT APPROX.	SPEED
1	14	14	14	14	14	14	1,000 to 1,500	1,000 to 1,500
2	16	16	16	16	16	16	1,200 to 1,800	1,200 to 1,800
3	18	18	18	18	18	18	1,400 to 2,000	1,400 to 2,000
4	20	20	20	20	20	20	1,600 to 2,200	1,600 to 2,200
5	22	22	22	22	22	22	1,800 to 2,400	1,800 to 2,400
6	24	24	24	24	24	24	2,000 to 2,600	2,000 to 2,600

We furnish with Press Counter Shaft Hangers Cone Pulleys Driving Pulleys, two sets of Roller Stocks, Wrenches, Hoisting and Shipping

Can be seen running in offices of A. Talbot & Co., London, Ont., and Brough & Caswell, Toronto, Ont.

**VAN ALLENS & BOUGHTON,** 50 ASS. ST. AND 17 TO 21 ROSE ST., NEW YORK  
No. 401 Dearborn St. CHICAGO, ILL.

H. W. THORNTON, Western Manager