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Pagination continue
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Comprend un (des) index

Title on header taken from: /
Le titre de l'en-tête provient:

- Title page of issue/
Page de titre de la livraison
- Caption of issue/
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Printer AND Publisher.

VOL. VIII—No. 10

TORONTO, OCTOBER, 1899.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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

OFFICES:

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

Subscription, Canada, \$2.00; Great Britain, \$3.00. Published the First of each Month.
Cable Address: "Adscript," London; "Adscript," Toronto.

THE WEEKLY PRESS.

100 CANA
PAPERS.

There is hardly a line of business in Canada which is so overdone by competition as the newspaper business. This is so true of the weekly field that no apology is required for referring here to the recent demise of The Victoria Globe, although that was a daily journal. In announcing its own suspension, The Globe said: "The Victoria Daily Globe has suspended publication. We think this announcement will be received by the public with very general regret. The expense of publishing a third paper in a field the size of Victoria is very great, and the failure to receive the degree of support anticipated renders it necessary to cease publication, though arrangements may be made to continue the paper at an early day. In the political field, The Globe has been remarkably successful, and it is a deep disappointment to the promoters of the enter-

prise that circumstances are such as to prevent The Globe from witnessing the triumph, in a few weeks, of the cause it so vigorously and successfully espoused."

No one whose heart is in newspaper work cares to speak flippantly or unkindly of a contemporary that has given up the struggle. But it is necessary to say that the passion for starting papers in Canada in fields already well served is altogether too prevalent. Ambition, usually political, though sometimes personal, is often the cause. Do not publishers themselves indirectly contribute to this habit of calling new journals into existence to compete with them? If a paper falls under the displeasure of some party or section, its contemporaries often accelerate the movement by criticizing it unmercifully. A new paper is then proposed, and capital is got for it, partly because people believe that it will fill a felt want and do better than those already in existence. The readiness of some to start new ventures is encouraged by the abusive tone some newspapers adopt towards each other. The average man has a poor opinion of the press as a whole. Is he not justified, when editors put in print such contemptuous opinions of one another?

To keep and increase its hold upon the community, the weekly is sometimes obliged to be on the lookout for chances to build up its reputation as a purveyor of news. This last function is surely the chief aim of a "newspaper," however able its editorial articles may be, or however original its jokes. The Parry Sound Star has seized such an opportunity by issuing daily a small four-page "war edition" at 5c. per copy. The publisher says: "It is the intention of the publishers to publish a daily edition of The Star if the encouragement from the public warrants its issue. We do not expect to make money out of the venture even at the price we are compelled to charge for it, but will be content if we can get sufficient to cover cost of special telegrams and cost of issue. Our telegrams are direct from the seat of war and are not a re-hash of the news in the daily press, our instructions being to supply us with news later than the morning papers issue. By reason of the recent change of time on the railway the news from Toronto by the morning papers will be forty-eight hours old before it reaches here. Our purpose is to give news up to the hour of going to press. In future, if sufficient support is furnished, we will print daily and of such a size as will suit the news and advertisers." Started in this modest and cautious way, the venture

may turn out a paying speculation, while it should, in any event, increase *The Star's* value as a live journal.

TO REACH
THE FARMERS

The right mediums through which to reach any class are those that possess a particular interest for that particular class. This is not new, but it's true. Only by using such mediums can an advertiser be absolutely certain that he is reaching the class, and to know where an ad. is going is to save money on the advertising campaign. Therefore, when it comes to talking to the farmers about the merits of a certain article, the economical and profitable way to do the talking is to do it through the columns of the mediums in which they are particularly interested—the agricultural press.—*Profitable Advertising.*

BOER FARMERS AND THE PRESS.

The *London Advertiser* contains an interesting paragraph in the shape of an interview with Fred Piper, who has been in Johannesburg for two years in connection with the Canadian linotypes that are used in South African newspaper offices. He describes the way the Boer farmers get the news. Apparently, they don't read the newspapers. The Boers, he says, idolize old Kruger. The Boer farmers come into Pretoria in droves, pitch their tents in an open square, and then adjourn to "Oom Paul's" residence, where they are addressed by the president, who posts them on public affairs. This serves the farmers in place of a newspaper, which they very rarely see.

The *Advertiser Publishing Co.*, Edmonton, N.W.T., has been incorporated.

J. W. Eedy's connection with *The St. Thomas Times* as managing-director does not affect his paper, *The St. Marys Journal*, which will continue to be issued with its usual vigor and ability.

A newcomer in the newspaper field that may be expected to grow is *The Hawkesbury, Ont., Standard*, a brightly conducted four-page weekly. Its advertising patronage is already of respectable proportions.

The October issue of *The Printer and Bookmaker*, New York, of which J. Clyde Oswald is publisher and editor, contains a full report of the United Typothetae meeting in New Haven last month. There are also illustrations. *The Printer and Bookmaker* itself is a fine specimen of magazine printing, and the reading matter is practical and good. It is creditable to Mr. Oswald.

C. F. Stone, proprietor of *The Perth, Ont., Expositor*, is making a big effort to get 300 new subscribers before January 1. The *Expositor* has been enlarged to 10 pages, six of which are printed at home. The proprietor now claims it to be the biggest paper in Lanark County, but to increase its subscription list it is offered from now till January, 1901, for \$1, the regular subscription price for one year.

The pressmen of Toronto, having failed to agree with the employing printers regarding the new scale, went out on strike October 16, several offices which already paid the scale not being affected. The strike, however, was of brief duration, as a compromise was reached on the following basis: Wages, \$13.50 per week of 54 hours; overtime, time and a quarter; overtime after 11 p.m., 50c. per hour; night staffs, time and a quarter. The rates came into force October 23.

THE LATE H. T. HOWARD.

HENRY T. Howard, of *The Toronto World* staff, died in St. Michael's Hospital, Toronto, October 22, aged 61. Mr. Howard was a native of Yorkshire, England. He came to Canada about 15 years ago, joining the reportorial staff of *The Toronto World*. With the exception of short terms on the staffs of *The Toronto Telegram*, *Toronto Star* and *Hamilton Herald*, the deceased has been from that time a member of *The Toronto World* staff.

As a writer, Mr. Howard possessed a style which was unique, clear and "catchy." As for work, no hours were too long or no task too great to undertake, while he had a "nose for news" that any newspaperman might envy. Under these circumstances it is not surprising that his reputation as a first class newspaperman was quickly established in the country of his adoption.

Under the non-de-plume of "Ebor" he has contributed special articles to the *Sunday World* ever since its inception, about eight years ago. His themes over this signature were usually of a semi-religious nature—pulpit criticisms, reminiscences of well-known pulpit characters in the new as well as in the Old Land. He was a good, all round newspaperman, but if there was one particular kind of work in which he excelled it was work of a semi-religious character. At any rate it was his hobby.

When Hon. Edward Blake decided to cast in his lot with the Home Rulers and become one of their standard bearers in the British House of Commons, the late Mr. Howard was assigned to accompany him to Ireland and furnish *The World* with reports of the campaign in South Longford, which the hon. gentleman was contesting in the Home Rule interests. The graphic letters which he sent are still remembered, and they did much to increase Mr. Howard's newspaper reputation. But there is one thing he did not succeed in doing, and that was interview Mr. Blake, on shipboard or anywhere else. Mr. Howard knew how to interview a man as well as anyone, and although he was specifically instructed to interview Mr. Blake he failed to do so. Mr. Blake would not be interviewed. And when Mr. Blake will not be interviewed some of us know from experience what it means.

Before coming to Canada Mr. Howard had many years' experience on the British press, metropolitan and provincial, and at one time was a confrere of W. T. Stead, of whom the deceased used to relate some interesting reminiscences.

Howard was among the most kindly of men. And no one, either outside or inside the newspaper field, ever appealed to him for assistance in vain if it was at all possible for him to lend a helping hand.

W. L. E.

AN ENGLISH REFERENCE BOOK.

"Practical Advertising" is the title of a handsome volume issued by Mather & Crowther, Limited, 10 New Bridge street, London, Eng., and containing valuable information for those who are developing English advertising. Within its 600 pp. are to be found lists of British and European newspapers and class journals. It contains many ideas which are worked out in Great Britain in connection with advertising, and also reviews of the various foreign and colonial markets. The book is specially adapted for advertising agencies and agents.

THE EXCHANGE COPY.

A CORRESPONDENT of *Printers Ink* says, regarding the value of the exchange and complimentary copy as an advertising medium.

"Many papers that appear to be anxious about net circulations deduct from their gross output all 'complimentaries' and 'exchanges.' To show good reason for doing this they should prove such circulation valueless. To prove such circulation valueless we have to assume one of two things: either that these copies are not opened and read, or that, if they are, the people who read them cannot be influenced by the advertising they see therein.

"Take up the first objection. Is it not a fact that over 90 per cent. of exchange newspapers and magazines are not only read, but read carefully by the editors and regularly appointed readers, whose business it is to wield the scissors? Is it not also a fact that the instinct of what we may call 'professional jealousy' impels the exchange editor to see just how much and what kind of advertising the other fellow has got? From my own experience I would hazard the opinion that there is at least as big a percentage of 'exchanges' read as of the regular issue. And what about complimentaries—copies that are sent gratuitously to certain people? Because a few copies are refused and a few more are left unopened or thrown in the waste basket does that imply that the whole issue of complimentaries, or even a greater part, is wasted? Not by a long shot. There's a lot of poppycock talk about a man appreciating more what he pays for than what he gets free, but the statement is not borne out by facts. It is true that the inherent value of a paper may induce a man to buy it, but is it not also true that if it have that inherent value he will think just as much of the paper if it be a free gift? The inherent value determines whether he reads it or not; whether he pays for it or gets it free does not matter at all!

"Now then, if we grant that exchange editors and even 'deadheads' do, in large proportions, read these papers, why are they not just as susceptible to the influence of an ad. as other mortals, or why should they not be as susceptible to the ad. when they see it in that particular paper as when they see it in any other? Newspapermen need most of the things that other mortals need; deadheads need them too, and the fact that a man doesn't pay for his paper is no argument that he has not money wherewith to buy other things if he should need them.

"I consider free copies and exchange copies legitimate circulation, however much you gentlemen may differ from me. A few vain-glorious and hypocritical publishers have set an example by 'deducting' from their sworn circulation figures the number of 'exchanges' and 'complimentaries.' This voluntary act, of course, gave the green advertiser great faith in the remaining circulation, however inflated or fraudulent that may happen to be."

The eastern press were pleased to receive a visit this month from J. J. Roberts, of the Roberts Advertising Company, Winnipeg. Mr. Roberts has developed a capital business in the West, and speaks confidently of the future. He is a well-known man in Winnipeg, a school trustee, and in general good repute. *PRINTER AND PUBLISHER* had a chat with him, and does not wonder that his evident capacity and energy have resulted successfully.

THE ST. JOHN PRESS.

The New Brunswick Royal Gazette contains notice of the incorporation of a new morning and weekly paper at St. John, called *The News*. Capital, \$75,000. The names of the incorporators are: J. F. Robertson, Thomas and George McAvity, Wetmore Merritt, Howard Froop, George Robertson (M.P.P.) and others. *The Telegraph* is providing a new plant. It is expected that *The Evening Gazette* will be incorporated with the new venture.

RULES FOR CORRESPONDENTS AND CONTRIBUTORS

The proper size for copy paper is about six by nine inches. Write the long way of the paper.

Leave plenty of room between lines for change in copy.

A pencil is better than ink, but it must be a strong black pencil.

Typewriting is the best of all, unless the lines are very close together—then it is very bad.

It does not matter how scratched up the copy looks, if it is actually legible.

When you scratch words out, do it thoroughly, or the compositor may use them.

Don't leave an isolated word among a lot of stuff that is scratched out. It may be overlooked.

Always use a caret mark when you write words in above.

Proper names should be written very plain.

Be careful about initials that look like something else, as for example "T" and "J."

Underline the letter "u" and overline the letter "n" if there is the slightest chance of their being mistaken one for the other, as is the case with many words.

Print out foreign words or phrases, or any very unusual word.

Never roll copy, and never fasten the sheets together.

Don't ask to have manuscript preserved.

Number your sheets. If you destroy a sheet and when you rewrite make two of it, mark the number on each one with an "A" or a "B," thus: "5 A," "5 B." If a sheet is thrown out entirely, give the next sheet two numbers, as "5 and 6."

If you want an abbreviation extended, draw a circle around it. Avoid the abbreviation "&" for "and."

Always read your copy after it is written.

Don't be afraid to use commas. If the compositor finds an unnecessary one, he will omit it, and the others help him to the meaning.

Avoid long and involved sentences.

When you have something to say, go right at it, and don't make a great business of getting ready.

Paragraph frequently; and, unless it is indicated by a very short preceding line, use the paragraph mark.

If your stuff isn't headed up when you have finished it, leave plenty of room to put the head on.

Use simple language, in direct, terse style. Don't wander about all over the thing. Unless matter is of exceptional importance and interest, boil it down.

Run in a bit of conversation here and there in news stuff, if feasible; it helps to break the monotony.

There is no such thing as italics any more, so don't underline words.—Los Angeles Express.

THE ADVERTISING ARENA.

A NEW ADVERTISING COMPANY.

A UNIQUE proposition is shortly to be placed before the best Canadian newspaper publishers. It is unique in that a new company has been formed in Montreal in which the principle of success from advertising is recognized to the extent of admitting the publisher to a partnership in the profits of the enterprise, as well as paying him for his space.

The promoters of the company are well-known business men of the metropolis. Among them are: Mr. H. A. Beatty, manager of the Montreal branch of The Corticelli Silk Co.; Mr. T. L. Brodie, a shrewd young capitalist of Quebec; Mr. J. P. McConnell, advertising expert; Mr. G. A. Forbes, stock-broker; Mr. T. W. McCrae, pulp-wood dealer; Mr. Seth P. Leet, advocate, and Mr. Chauncey Ashley, of Belleville, Ont. Among the subscribers to the cash stock of the company are men whose names are familiar in mercantile circles all over Canada.

The Albionite Company, as it is known, will manufacture and wholesale three advertised specialties—"Dentofoss" tooth powder, "Radia" polish and a soap which has not yet been named. Incorporation has been applied for under a capitalization of \$200,000. Of this, \$100,000 worth of stock has been paid for the deposit of carbonate of lime from which the company's specialties are to be manufactured. \$50,000 worth is to be sold to newspapers, printers and lithographers for advertising space, printing, etc. (a large proportion of this has already been sold): \$10,000 worth is set apart for cash capital: the remaining \$40,000 worth will be held in the treasury.

Manufacturing has already begun on the toothpowder. In this article, the company have a very reasonable prospect of securing control of the Canadian market. Not only is "Dentofoss" a first-rate article, but it can be sold to the druggist at a price that will enable him to secure a larger profit than he now makes on any similar goods he handles. The jobber will also secure larger discounts on it than he enjoys on other goods. Thus, the dealer is interested in pushing them. Add to this the popularity it will attain from its advertising, and it is easy to see that The Albionite Company will have a "cinch." In the case of the soap and polish, the conditions are much the same.

The work of organization has largely been in the hands of Mr. Beatty, assisted by Mr. McConnell in placing the advertising. Mr. McConnell has a record as a successful advertising man in connection with "Slater" shoes and "Semi-ready" clothing. He will handle the advertising of The Albionite Company, so that the publicity department is in strong hands.

The newspapers have been carefully selected and only the best mediums are to be approached.

The management of the company will be in first-class hands and negotiations are now in progress for the services of one of Montreal's most progressive business men in this connection.

With an advertising appropriation of \$20,000 a year for two years, the company will have a strong foundation upon which to build up future business as well as for immediate results. The

company will issue stock to the newspapers on a guaranteed dividend basis of 7 per cent. per annum with a redemption clause for three, five or ten years at par.

For once the publishers have a proposition that works both ways. Here is a business that depends for its success mostly on its advertising. The publisher is invited to help make it a success and to participate in the profits of the enterprise on the same basis that he would expect to invest his cash in any other legitimate undertaking.

AN AMERICAN VIEW.

The American advertiser, who is appealing to purchasers all over the world, says Fame, cannot afford to ignore the Dominion of Canada; but he has always found that field a puzzling one to cover economically, because of its scattered population. The Canadian Newspaper Directory (1899 edition), issued by The A. McKim Newspaper Advertising Agency, of Montreal, is, therefore, deserving of a place among the books of every large advertiser, as well as of every advertising agency of the United States.

In the preparation of this volume the methods of Mr. Rowell have been generally followed, probably because they were the best methods available for the editor of such a publication. The number of periodicals covered in each Province of Canada is very large. An examination of the lists will convince anyone that the general advertiser who should try to cover the Dominion without using weekly papers would not accomplish his purpose. In Canada, in spite of a few dailies of considerable circulation, like The Toronto Globe, The Montreal Star, and La Presse (French language), the weekly is preeminently the medium through which the common people can be reached.

This is the first attempt at the publication of a Canadian newspaper directory in Canada, so far as Fame knows, except the venture of The McKim Company, in 1892, which was concededly not a financial success. It is claimed that this second attempt has been liberally supported by the newspapers, as well as the advertisers, in the Canadian field, and is likely to prove profitable.

The McKim people explain in their introduction that certain mechanical difficulties encountered in 1892 had a great deal to do with the surrender, the temporary surrender, of their project to get out an annual directory. There was not a printing office in all Canada which was willing to hold their lists in type for an indefinite period. They have solved the difficulty by securing for themselves the necessary type.

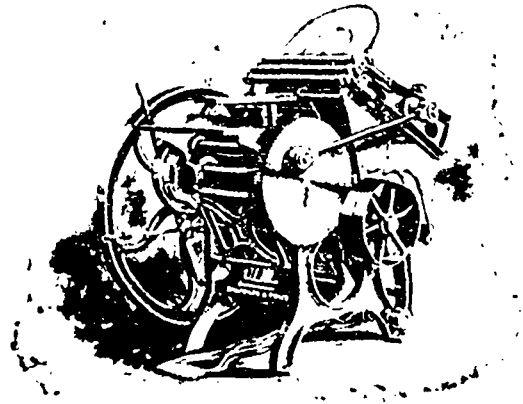
The volume is neatly bound and well printed. It is as conscientious in its efforts to tell all that is to be told about its field as any directory printed in the United States.

THE RIGHTS OF ADVERTISERS.

EDITOR PRINTER AND PUBLISHER: SIR,—In reply to the criticism of "Advertiser" of my article in your June issue, I need scarcely do more than quote this sentence from my article to put him right: "If they (the objectionable ads.) had been

DIVIDENDS THEIR SPECIALTY.

Chandler and Price Presses



Noteworthy Facts

Over 10,000 in satisfactory use
13 years on the market.
None for sale second-hand

Noteworthy Reasons

The Press is built honestly.
The Press is built to wear.
The Press is built to produce.
The Press is built with all the essentials,
without non-essentials

The Standard in Job Presses

For sale by dealers only

CHANDLER & PRICE CO.

Manufacturers of High-grade Printing Machinery.

CLEVELAND, O., U.S.A.

REASONS WHY!!

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

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

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

The Canadian Press Clipping Bureau
MONTREAL, QUE.

505 Board of Trade.

published in any other position I would not and could not have objected." And again: "Please let me repeat here that I do not object to the publication of this matter but to its being placed following our advertisement."

It will be remembered that the ads. I complain of following the "Semi-ready" were of an offensive nature. In fact, I know that one ad. was refused by two of the city papers because of its tenor.

These ads., as I stated in my article, were written, I believe, for the purpose of injuring "Semi ready" clothing, not for the benefit they might have been to the advertiser.

There is no parallel whatever between these ads. and those of "Salada" and "Monsoon" tea on the front page of The Montreal Star, which "Advertiser" mentions. The tea people go ahead and tell their story in a decent, respectable way, and do not attempt to besmirch each other. No doubt they have decided in their own minds whether the close proximity of their ads. in an advantageous position or not.

After all "Advertiser" has ignored the question at issue, whether or not the advertiser is entitled to protection from the mud-slinging ads. of a competitor whose corns have been trodden on?

Let's hear from him on the point.

Yours, etc.,
J. P. McCONNELL,
Advertising Manager for "Semi-ready."

PROSPERITY WITHOUT ADVERTISING.

A few weeks ago the store occupied by W. H. Scroggie, one of Montreal's largest retailers, collapsed without any apparent cause, burying a valuable stock in its ruins. The loss will be heavy, as, of course, ordinary insurance does not cover cases of this kind. Scroggie has long been a source of grief and worry to local advertising men, for, though he persistently refused to advertise in any shape or form, his business grew continually and its proprietor waxed exceedingly rich. The concern's prosperity, in spite of its defiance of that law of modern commerce, which decrees that every retail merchant must advertise if he would succeed, could only be looked upon as a direct menace to the fraternity of ad. men, and many of the latter are firmly convinced that this disaster is a judgment upon the scoffer who has given the newspapers the marble heart for so long. Indeed, it is whispered that some solicitors who are being sent empty away by an obdurate merchant now threaten him with a like Nemesis unless an order is immediately forthcoming.

The advertising of "Ovol," the new fluid beef, has commenced in a number of papers. Manager Silcox is placing the bulk of this business direct, although a few contracts are going through the agents.

CURRENT BUSINESS.

As usual, the agencies are busy and the papers are receiving lots of good contracts from them. A. McKim & Co. are sending out orders for H. Birks & Co., Montreal's big jewelers, who are new figures in the mail order field; for S. Carsley & Co., department store, who are also reaching for outside business; for the Dr. Hope Medicine Co., of Toronto; for Ryrle Bros., of Toronto; for The Ozo Tea Co., Montreal; and for H. H. Wolff & Co., "C. P." corsets, Montreal. The E. Desbarat's agency has been placing some new business for Goulet Freres,

cigar manufacturers. It is reported that some big deals are now in negotiation and before long the papers may hope to receive more fat orders.

GOOD AND NON PRODUCTIVE ADS.

Though a great many firms have improved their advertising matter in recent years and newspaper ads. are far ahead of what they used to be, there are still some men who fill valuable space with pure nonsense. Glance through a page well filled with ads. and you will be astonished at the foolish, unmeaning stuff that is shoved in as advertising. For instance, there is an ad. of Strachan's Gilt Edge Soap—one of a series that has been appearing in the Montreal papers.

Flukes in the Wind,
Three of a Kind,

Beat Two Pair of Racors,
But the Soap that Wins

In all Kinds of Wash,
Without any Clash,
Is the Best Soap in the Market.

STRACHAN'S
GILT EDGE

Is it conceivable that a sensible man should expect to sell goods by publishing such "slush" as that? This ad. occupies about 50 lines, double column, in The Star, Herald and Witness, and must have represented quite an outlay. No doubt the Strachan people will be complaining before long that advertising does not pay—believing that the publication of this and similar gems is advertising.

In pleasant comparison to this fierce specimen of the ad. m. n's art are the new Corticelli silk ads. These are well illustrated and cleverly written. They are being placed in a large list of papers by A. McKim & Co. The ads. are written by J. P. McConnell and illustrated by Charles Patterson. A set of illustrated cigar ads. which J. Bruce Payne, of Granby, is running in Maritime and Pacific Coast dailies is another creditable production. The designs are bold and black, and immediately catch the eye.

THE FREE NOTICE PLAN.

A nice little booklet has been sent to many Canadian offices. It is called "Keeping Cows for Profit." Accompanying it is a ready-made printed notice over a column long, wide measure. The publishers are the De Laval Separator Co., New York, who write the following polite, little note to the editor (not the publisher be it observed): "We shall be pleased to have you notice the accompanying booklet, "Keeping Cows for Profit," and to send a free copy to any of your readers who may request it. Please send us a current copy of your publication, directed to the 'Advertising Manager,' together with your bottom advertising rates." If there are any Canadian editors who want to sell the Separator Co.'s goods for them (and pay all expenses), they will insert a notice of the book. It seems surprising that any business company should imagine the newspapers to be conducted on so purely benevolent a basis as to ask for such a free notice. Is there ground for the belief? The invitation to send "bottom" advertising rates (as if a publisher ever got any other) is amusing. How many Canadian philanthropists have responded to the appeal?

LIBELOUS ADVERTISING.

Publishers must be on their guard for libelous innuendos in advertisements. The publisher is liable. A case of this kind is pending at Fort Wayne, Ind., against *The Journal Gazette*. It printed a paid advertisement for a local firm of bicycle dealers, which reflected on the solvency of a rival firm, though no names were mentioned. A. C. Katt & Co. sued for \$3,000 damages.

A HINT TO THE CREAM.

The writing of a "puff" is an art in itself. If the effort abounds in honeyed words, overflows, so to speak, with praise and commendation, a large portion of the reading public are intelligent enough to take it with the proverbial grain of salt, or perhaps reject it entirely as unreliable. If, however, it is a paragraph or article that actually gives some information, and only incidentally commends the firm upon whose instance it is inserted, it may be expected to accomplish some good. The majority of puffs overleap themselves in the desire to make of the personages or commodities of which they deal "creatures too bright or good for human nature's daily food." *Printer's Ink*.

DAILY NEWSPAPER CIRCULATION.

In Canada, circulation is hard to get and costs much money for canvassing, etc. As a rule, our papers spend years in working up a circulation. There is not an immense population to work upon, such as Great Britain and the United States supply. Patient effort, rather than making a hit with news or some special feature, is the road to increased circulation. Once secured, it is apt to be permanent, if the paper continues to be conducted with vigor and discernment. Every Canadian paper finds itself compelled to meet competition either from local rivals or from journals issued from other points. Our cities are all well supplied, or oversupplied, with newspapers, so that there is practically no ground left fallow on which to raise a new crop of readers.

In the large British cities conditions are different. The number of journals in proportion to population is small. There is uncultivated territory, and a new paper, or an old paper into which fresh life has been breathed, can secure for itself an increased circulation without necessarily cutting into its rivals. Talking of the big London dailies, for example, a correspondent says: "The London Daily Telegraph, I am informed by

the leading advertising agents in London, has an average daily circulation from one year's end to the other of about 250,000 copies. Mr. Harnsworth's *Mail* has outstripped the *Telegraph*, and has a circulation of 500,000 copies daily, while his *Evening News* has a circulation of 250,000 copies. The London *Chronicle's* circulation will average as high as 150,000 daily. It is the organ of the labor unions, and prints more telegraphic news than any other London daily. The *Daily News* has about 125,000 circulation. The *Echo* has 85,000, the *Globe* 80,000, the *Post and Standard* from 60,000 to 75,000 each, and the *Times* from 40,000 to 50,000, but nobody knows how many.

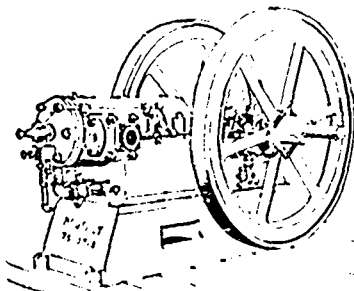
"The circulation of the *Times*, like the authorship of its editorials, is a mystery, but the paper dealers say that it is not half as large as it used to be. The Parnell affair injured it immensely, and cost it much in advertising as well as circulation. The *Telegraph* and the *News* have cut into it, and although the *Times* still has more influence with the British people than all the rest of the newspapers combined, it is not "the thunderer" it used to be. Men have endured the condemnation of the *Times* and survived. Men have enjoyed its support and failed. The *Times* sells for three times as much as any other daily paper, and is still the most important newspaper property as well as the most important vehicle of intelligence in Europe, and probably in the world."

A PIONEER IN THE WEST.

When Frank Oliver pushed his way north and got out the first issue of *The Bulletin*, says *The New Denver Ledger*, there were few white people around where Edmonton now stands, and only one stove. Stoves came high about that time and the first lot in the camp sold for \$72 each. Oliver, like most pioneer journalists, was a strong character. He was an abstainer from alcoholic bracers, and never went against any of the prohibition whiskey that found its way into camp. Yet he often saw snakes. His office was built of logs and the floor was of mud, inlaid with small poplar logs. While Frank was setting type, the snakes would pop their heads up between the logs and take observations. As Frank did not drink he knew the snakes were real and took no notice of them. Many printers have seen snakes, but few have ever set type in a room where they were real and not an optical illusion. They do not infest *The Bulletin* office any more, as the march of time has changed the floor and driven the snakes to pastures new and Frank to Ottawa, as a member of the House of Commons.

Reliable, Economical Power for Printers.

NO FIRE. NO ENGINEER. NO DIRT. NO ASHES.



"Built for Hard Work."

The Northey Gasoline Engine is being used with excellent results in both Newspaper and Job Offices. It is smooth running, easily controlled and costs little—less than 2 cents per h. p. per hour. Has no complicated features. Can be shut down on the instant or set going at full speed as readily. Made in all sizes. All parts interchangeable. Runs practically with no attention. Takes up little space. Can readily be moved about and is noiseless. Booklet and every information upon request.

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

LETTER FROM AN OLD-TIMER.

The Printers' Strike of 1854 The Transcontinental Excursion The Thunder Bay Excursion of 1869
and the Men and Women who Participated in it Canadian Printers in Chicago.

EDITOR, PRINTER AND PUBLISHER:

SIR, A kind friend has sent me a copy of your September issue, in which I find many things that interest me, being an old Toronto printer and publisher. The new scale of wages reminds me of the rates demanded by the Union at the time of the big strike of 1854, when everything was knocked "topsy-turvy," and the strikers came out on top. Oh, that was an exciting time! Editors and reporters then turned typesetters, and sheetflyers were utilized as pressmen. Galleys of matter were carried through the streets from one office to another in exchange of type, and sometimes knocked into pi. In the "make-up," columns were inserted upside down, and transpositions were visible in every issue. I tell you, it was a tiresome time for the proprietors! "Alick" Jacques was president of the Union and leader of the strike. George Brown led the employing forces. Both were spectacular persons. Both were full of resources. The demand was for an advance of \$1 per week, and in piece work from 27 to 35¢. per 1,000 ems. The Union headquarters were then the old Mechanics' Institute building on Court street, which extended only one block, between Church and Toronto streets. The meetings of the men were held daily and speechmaking was constant. There was known to be but one "rat" in the town at the time, and he a stranger. No one could be seduced to abandon the strike, and no Canadian printers could be had for money or promises to take the places of the men who went out. Mr. Brown went to New York to drum up a force, but great was his chagrin when on their arrival they joined the ranks of the enemy. One day Mr. Brown and a body of the striking men met on the street in front of the city hall. He attempted to harangue them, but they were unmannerly enough to jeer at him. The Patriot, edited by Ogle R. Gowan, and The Catholic Citizen, owned by Hayes Bros., gave in at the start; but the new tariff did not affect them so seriously as it did The Globe, The Colonist and other papers. The book and job offices yielded without much of a struggle. The strike lasted several weeks. For a while after the printers browsed on clover. But there were no linotype machines then.

The report of the excursion across the continent attracts me greatly; but, alas! I only recognize the names of four of the excursionists—Pirie, of Dundas; Hough, of Toronto; Mathison, of Belleville, and Buckingham, of Stratford. They belong to the old guard.

Turning to page 18 of your excellent periodical, I find in "A Reminiscence of the Past," something that happened over 30 years ago, and when the rest of the world was shut out to those who participated in that grand trip to Thunder Bay for 10 days. Ah, but I recollect it well! As you remark Buckingham was then president and Cox was secretary. Somehow or other I don't think the association has as good times now as we used to have then. Oh! but that was a blazing Summer. When we got back to Collingwood it seemed to us from the newspaper reports, as if the world was on fire. At Collingwood we were

harangued by Miss Rye; at St. Ignace, an Indian village, we were entertained by the great raspberry jam man; at Sault St. Marie, we were entertained by Col. Carney, the Indian agent; there, also, we went through the rapids; and, if the men will remember, the thermometer was 105 in the shade on board the Algoma. We felt like traveling in our war paint. But when we left the Sault and advanced a couple of hours into the depths of Lake Superior, how the thermometer fell, and how sorry we were we did not have with us our overcoats! It actually dropped from 105 to 55 in a couple of hours. We stopped at Bruce Mines and gathered specimens. We were not long at Thunder Bay when it treated us to a sample of its unsurpassed reverberations. Those who anticipated the luxury of bathing in its clear waters, were disappointed, because it was so icy cold. Prince Arthur's Landing was not then much of a place. It has since gained its importance, but many of the excursionists explored its surroundings and brought mineral specimens away with them. The Canadian Pacific Railroad was then existing only in engineers' brains. It was my good fortune to know nearly everyone of that goodly company; now nearly all passed out of mind—Buckingham and Mathison, the only two left to tell the story to those that crossed the continent on a similar expedition 30 years later. It is my pleasure that we still maintain our acquaintance, and from time to time pledge anew our friendship, though many miles of space do us divide.

There was genial Jim Campbell and his dear, good lady, the lives of every company; the fun-making Cox, and dear old Father Wylie, the first president; and James Young, the young statesman-editor of Ayr; and John Siddons, the "Prototype" man of London; and John Cameron, of London, distinguished in his profession; and Nicholson, of The Barrie Examiner, formerly the beau typo of Hamilton, famous with Hand and McIntosh, of The Banner, and tall Blackett Robinson, of Lindsay, since distinguished as a metropolitan publisher; and James Somerville, the shrewd man of The Dundas Banner; and William Gillespy, of The Hamilton Spectator, whom I had known since I was a kid; and Higgins, Campbell's Whitty rival; and Provencher, the Montreal Frenchman, who was so polite and pleasant to the ladies, and let me not forget young Col. Raymond, the handsome American, of Saginaw City. And there were others of equal note and value that space will not permit the mention of, all good, kind, and true. I do wonder if the company that crossed the continent in August of this year were their equals? God bless them if they were, for that was a sweet and gallant company. I salute them all!

You mention the death of Richard Robert Donnelly, of Chicago, a prominent printer. Yes, one of the greatest on earth, and the foremost of directory publishers. I knew him since he was an urchin. He was a graduate from the office of The Hamilton Banner. He is succeeded by his sons. Prominent Canadian printers are no rarity in Chicago. There was a time when the foreman of every leading printing office here was a Canadian, and it is largely so yet. Even the banks are largely

managed by Canadians, who are generally successful business men, and hold their own wherever located.

Erastus Wiman, an old Toronto printer of Grumbler fame, once important in New York, but who went into eclipse a few years ago, is out again in the sunshine and making a new career. Watch him!

OLD-TIMER.

Chicago, October 9, 1899.

WILL TRUSTS REDUCE ADVERTISING?

ADVERTISING EXPERIENCE, Chicago, having investigated the question of trusts reducing the amount of advertising given to newspapers, presents the following summary as the result of the inquiry:

1. Good-will is one of the principal assets which enter into such combinations. The value of a brand of goods which has been advertised generally is very largely in its good-will.

2. The subscription of a number of concerns in one combination means the sacrifice of considerable good-will of the individual brands where their identity is lost in an effort to substitute one brand for all of those absorbed. Where this is not done and each individual brand is advertised and sold as before, the objects sought after in the formation of the combination are not attained to any degree. Where the individual brands are absorbed and their particular advertising is cut off the way is open for competitors to step in and gain the good-will which has thus been sacrificed.

3. No combination is beyond the power of competition unless it absolutely controls the sources of raw materials or the machinery necessary for the manufacture of their goods. Few so-called trusts, therefore, are very complete. Some competitor or competitors usually remain outside to menace their very existence.

4. General advertising increases consumption of the goods advertised by increasing the number of consumers as well as the amount consumed by each. No specialty or product of any kind, for that matter, has its fullest possible sales. Even the trust which absolutely controls any product should advertise to hold its present consumers and to create new ones. Otherwise these consumers may be induced by general advertising to substitute for this product something of an entirely different nature. An article of luxury or something that is not necessary to maintain existence must be advertised in these days of general advertising in order to maintain even its ordinary sales. Otherwise combinations will have the effect of lessening sales.

5. The greatest power in the commercial world is exerted in advertising direct to consumers. Unless combinations make use of this superior power they will be outclassed by competitors who do use it. The strong combination which increases its advertising beyond that which could be done by any possible competitor will come nearest to absolutely controlling the situation.

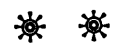
6. Advertising raises a brand of goods above competition. Cutting off advertising reduces it to a purely price competition, that is, places it on a bulk basis.

Howard A. Kennedy, of The London Times staff, formerly of The Montreal Witness, and the author of a short history of Canada, has been visiting Quebec to gather material for some short stories.



THIS CUT REPRESENTS AN OAK CABINET CONTAINING A COMPLETE RANGE OF

Samples
of . . .
Printers'
Stock.



Buntin, Gillies & Co.

HAMILTON

ARE SUPPLYING THESE TO CUSTOMERS.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

A. DENNIS, of Pictou, announces that after Jan. 1, 1900, he will resume control of The Pictou Standard.

O. R. Church, editor of The Streetsville Review-Herald, was married October 4 to Miss Lena May Watson, of Streetsville.

G. B. Strathy has been appointed editor-in-chief of The Review of Trinity College, and A. C. Lancelotti an assistant editor.

R. B. Atkins, formerly of The Kootenay Mail, has been appointed private secretary to Premier Semlin, of British Columbia.

F. J. Shanks, for eight years editor of The Kingston News, has retired from that position, to enter the publishing business on his own account.

The editor of the Pictou Advocate, J. L. McDonald, has gone to New York to get married. His bride will be Miss Kitchin, formerly of Pictou.

R. J. Burde, city editor of The Vancouver Province, has gone to visit his old home in Winnipeg. D. Scott, of The Winnipeg Tribune, accompanied him east from Vancouver.

J. A. McKelvie, editor of The Vernon News, attended the recent Conservative convention at New Westminster, B. C. As a delegate to the convention Mr. McKelvie distinguished himself.

J. S. Willison, managing editor of The Globe, accompanied the Prime Minister to Chicago, and a trenchant article on the American situation, which appeared in The Globe subsequently, is attributed to him.

Arthur Oliver, for many years representative of Montreal Minerve in Ottawa press gallery, is dead, aged 30. He had been managing editor of La Trifluvien for a short period and assistant editor of La Minerve, for several years.

James F. Pappa, formerly publisher of The Addington, Ont., Reporter, has been nominated by the Republicans for president of the Watertown, N. Y., common council. Mr. Pappa is manager of the city circulation of The Watertown Daily Times.

James Livingston, formerly of St. John, and brother of the late Mr. John Livingston, has lately been on a visit to his brother-in-law, C. H. Ramsey in St. John. He had not been in St. John since the day after the fire of 1877. Mr. Livingston is now the proprietor of the Cambridge, Mass., Times.

* Maurice Frey, of La Presse staff, died October 7, of typhoid fever. Mr. Frey was a native of France, and had lived in Canada since 1882. He had been in business for some time and entered journalism as chief editor of The Courier de St. Hyacinthe. He was later city editor of La Minerve, and translator and reporter on La Presse.

B. E. Collyer, joint owner of the Dawson City Sunday Gleaner, has been visiting Hamilton. He first went to the Klondike for a Guelph syndicate, but afterwards became special correspondent to The San Francisco Examiner and New York Herald, and had the distinction of being the first newspaper-

man on the scene of the Squaw Hill disaster. Mr. Collyer was chosen by The Seattle Times to carry an edition of its journal into Dawson City in a race with other papers to see who would be first in. He arrived several days ahead of his competitors, and sold the 750 papers taken at \$1 a copy.

BUSINESS CHANGES.

B. W. Baker, publisher, Amherst, N. S., has been succeeded by J. H. Froggart.

James C. Wilson, of J. C. Wilson & Co., papermakers, etc., Montreal, is dead.

Arthur J. Chabot has registered as proprietor of The Compagnie Journal Le Montreal.

Charles J. Lang, publisher of the Hepworth, Ont., Journal, has sold out to John E. Hammond.

The effects of The Globe Printing and Publishing Co., Ltd., Victoria, B. C., are advertised for sale.

Partnership has been registered by L. S. Channell & Co., publishers of the Sherbrooke, Que., Record.

The Dominion Railways Advertising Co., Limited, is applying for incorporation with headquarters at St. John, N.B.

Oram & Carter continue as publishers of The Kingston News since the dissolution of Oram, Shanks & Carter, and the retirement of Mr. Shanks.

Akerman, Little & Co., printers, Montreal, have dissolved, and a new partnership has been registered, composed of Mrs. A. H. Little and M. M. Yale under unchanged style.

NEW ENTERPRISES.

The Independent is a new weekly published at Wellington, Prince Edward County. The initial number is a creditable one.

* A French weekly, called La Concorde, has just made its appearance at L'Original, Ont. It is a weekly publication, supporting the Liberal party.

A new paper is to be published at Princeton, on the line of the proposed road from Yale to Penticton, B.C. Mr. McCarter, of Grand Forks, is to be publisher.

* The Canada Gazette contains the application for letters patent incorporating La Compagnie d'Imprimerie Electrique (Limitee), for the purpose of printing and publishing newspapers, reviews and brochures in all parts of Canada, and of acquiring buildings in Montreal. The head office is to be in Montreal, and the capital is to be \$100,000, in 1,000 shares of \$100 each. Senator Forget, Senator Villeneuve and Messrs. F. D. Monk and Hugh Graham are named as the provisional directors. It is understood that the company proposes to publish a French morning daily in succession to La Minerve.

IMPROVEMENTS AND SPECIAL ISSUES.

The midsummer number of The London Daily News contained within its 32 pp. an immense amount of brightness, humor and variety. The local photographic work was on a bewilderingly large scale, and presented almost every branch of local life. The reading matter avoided lengthy write-ups, and was attractive in every way. The planning necessary to carry out the detail in this issue must have taxed the managerial brain to the utmost, and the result is highly creditable to all concerned. The typographical work, like the artistic features generally, was well done. As a specimen of the publishing and printing industry the issue was a veritable triumph.

The Preston Progress issued a special number September 28, called an "inaugural" number—Preston being now a town.

Burmese Bond

This paper sells on its merits. It is perfectly uniform, is very strong, has a fine appearance and good writing surface, and the price is reasonable. This paper will always please your customers and as the public ask for it, it will pay to have it on your shelves.

CANADA PAPER CO., Limited.

TORONTO.

J. Campbell
Manager

There was an interesting illustrated supplement going into the early history of the town and presenting engravings of prominent citizens, etc. It is interesting to note that the advertisements in *The Progress* are both well set and well written. Apparently the office has either worked its advertisers up to the most modern ways of wording advertisements, or else has them written by a competent hand. In any event the effect is good.

The *Montreal Herald* has established an excellent women's supplement as a regular feature of its Saturday edition. It contains illustrations of prominent women, talk about women's work, and other topics of interest to the feminine population. The paper gives up a good share of its space every day to its women readers, and is getting quite a name as the "women's paper." A series of articles on Montreal clubs, institutions, etc., controlled by women, are undoubtedly a popular feature, and tend to increase the circulation in the homes.

The *Home Circle Leader*, published in the interests of the Canadian Order of Home Circles, has moved its office from Guelph to St. Catharines. The appearance of the paper has been altered and improved.

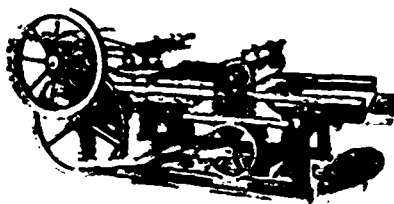
THE MONTREAL DAILIES.

Between the yacht races and the Transvaal trouble the papers have had no lack of news this month. All the Montreal dailies maintained a splendid bulletin service during the races and kept the waiting crowds well posted. War news is being well handled also. Bulletins are very complete and fairly accurate. The *Star* and *Herald* bulletins are seldom without a crowd of watchers, and news of British success is enthusiastically cheered. It is reported that both these papers will have representatives at the front, but so far they have made no announcement. One of the *Herald* editorial staff, Mr. A. M. Dewar, sporting editor, has volunteered for service with the Canadian contingent, and, if he should be accepted, will, no doubt, be of great assistance to the paper. The French press are not exciting themselves over the war—in fact, the effect that sending a Canadian corps will have on the political situation is of more interest to them.

Walter Haddon, the senior proprietor of the Caxton Type Foundry, London, Eng., is expected in Canada in a few days, and will call on the leading members of the printing fraternity.

A MARVELOUS PRINTING PRESS

The Leverless Monona



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

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

W. G. WALKER & Co.,

MADISON, WIS., U. S. A.

DEATH OF GEO. E. FENETY.

THE death at Fredericton, N.B., on September 30, of George E. Fenety, aged 87, removes a familiar and veteran figure in Maritime Province printing and journalistic circles. From a lengthy sketch of the deceased gentleman appearing in *The St. John Sun*, some interesting facts are gleaned. Mr. Fenety was born at Halifax, N.S., in 1812, the fourth son of William Fenety, architect and draughtsman, and Mary Hall, the daughter of Richard Hall, a staunch loyalist, who settled in Shelburne, N.S.

At the age of 17, young Fenety entered the office of *The Nova Scotian* newspaper, then owned by Hon. Joseph Howe. He frequently traveled over the Provinces of Nova Scotia, New Brunswick and Prince Edward Island, collecting accounts, etc. Mr. Fenety continued to enjoy the esteem and confidence of Mr. Howe until his death, which occurred during his administration as Lieutenant-Governor of his native Province, in 1875.

In November, 1835, Mr. Fenety went to New York, where he resided for 12 months. At the end of that time he was attached as assistant editor to *The Planters' Advocate*, a periodical published at Donaldsville, on the Mississippi, near New Orleans. In six months he became half proprietor of *The Advocate*. The climate came nigh proving fatal to his northern constitution, and compelled him to sell out and once more turn his face to the north.

Mr. Fenety then settled in St. John, full of hope, industry and a courage to face all difficulties. Here he founded, in 1839, the *Commercial News*, the first tri-weekly and penny paper in the Maritime Provinces, and one of the first penny papers in the entire British Empire. The idea of issuing a newspaper at so small a price was met at first with indifference, especially by the weekly journals, of which there were no less than five at that time, but Mr. Fenety soon made his presence felt, and the *News* became a power in the land. His early training under Howe and the experience he acquired in New York and Louisiana, had much to do with his success. He published a bright, newsy and what was considered at that period, an audacious journal. The *News* had opinions of its own and stood for the masses against the classes.

In 1863, Mr. Fenety was appointed Queen's printer, that position having become vacant through the death of John Simpson, and removed to Fredericton. He placed the *News* in charge of Edward Willis as editor and general manager, himself still retaining ownership, but in December, 1865, he sold the business to Edward Willis, James Davis, and Stephen Smith. It was not until 1868, that the *News* was changed from a tri-weekly to a daily paper. Before retiring from political journalism, Mr. Fenety had the satisfaction of seeing responsible government, of which he had been a powerful advocate, become a fixed fact. The office of Queen's printer was filled by Mr. Fenety up to its abolition by Mr. Blair in July 1895.

Mr. Fenety was a man of property, a director of several companies, and had written and published several books.

CANADIAN CORRESPONDENTS AT THE CAPE.

Charles Lewis Shaw has left for South Africa as the special correspondent of a syndicate of Canadian papers, including *The Toronto Telegram*, *Vancouver Province*, *Ottawa Journal*, *St. John Telegraph* and *Stratford Herald*. Mr. Shaw has seen military service, and is, in addition, a bright and humorous writer. For *The Toronto Globe*, Charles Frederick Hamilton will go. Mr. Hamilton is an experienced reporter, a facile writer, and, being interested in military affairs through holding a commission in the volunteers, has acquired a special and valuable knowledge upon military tactics. He is, therefore, admirably qualified for the post to which he has been appointed, and accompanies the Canadian contingent which sails from Quebec in a few days.

EASTERN TOWNSHIPS PRESS ASSOCIATION.

At the annual meeting of the Eastern Townships Press Association at Sherbrooke, October 16, there were present: Messrs. L. S. Channel, Record, president; W. E. Jones, Guardian, Richmond; W. L. Shurtleff, Observer, Coaticook; W. A. Morehouse and E. S. Stevens, Sherbrooke Examiner; J. A. Belanger, Le Progres; J. E. Genest, Le Petit Press; J. C. Holland, Journal, Rock Island; L. E. Carbonnel, Chronicle, Cookshire, and A. L. Lance, Times, Richmond. The officers for the ensuing year were elected as follows: President, L. E. Carbonnel; vice-presidents, J. C. Holland, J. E. Genest, and L. S. Channel; secretary-treasurer, E. S. Stevens; executive, W. L. Shurtleff, L. A. Belanger, A. L. Lance. Votes of thanks were passed to the retiring officers, and the meeting adjourned.

Charles M. Sheldon, the author of "In His Steps," is asking for a million dollars to found a religious daily paper in the United States—a paper which would fight the rum and tobacco interests, and in which there would be no reports of prize-fights, horse races, or theatrical performances. It is the opinion of many that such a paper would be so deadly dull that it would take more than the million dollars to keep it going.

W. F. Snyder, manager of the Western Union Cable Company, North Sydney, C. B., died October 10. Mr. Snyder was born in Philadelphia, in 1843, and entered the telegraphic service in 1855. After filling positions in New York, Baltimore and other cities, Mr. Snyder became manager at North Sydney in 1865, and retained that position until his death. In the long period intervening the office gained largely in importance as the telegraphic business expanded. Mr. Snyder was a man of considerable ability.

Printers will do well to notice the ad. of Walker & Co. on page 11 of this issue. Their new press seems to be immensely popular, going to all parts of the United States, Canada, and other countries. It is remarkably easy in running, and the beauty of movement and simplicity all tend to make it a very popular press. The fact that they have not been able to manufacture them fast enough for cash orders indicates that printers have discovered their merit and are bound to have them. Walker & Co. inform us that they are not able to ship presses immediately on order, but can probably ship in from 10 to 15 days after receipt of orders. They are rushing to try and get some stock ahead.

THE CANADIAN

Brown & Carver

Cutter . .

BEST IN
THE WORLD.

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

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

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

Removable plate under clamp for fine work.

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

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

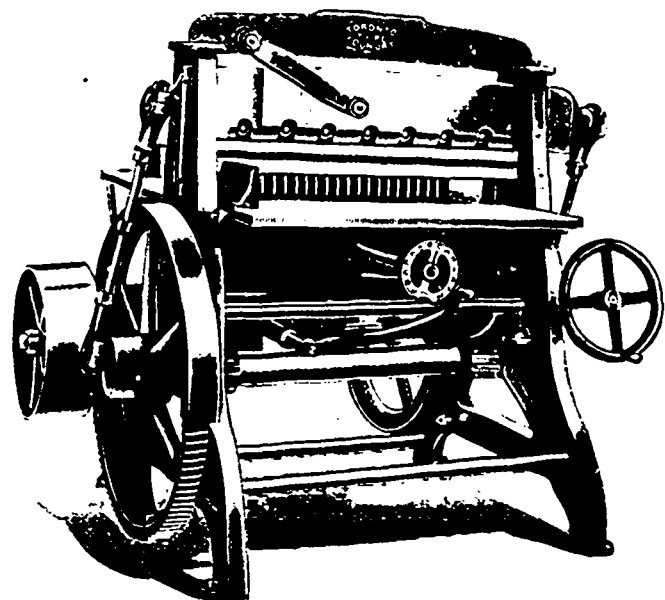
Screw and wheel divided to sixteenths for moving back gauge.

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

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

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

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



SPECIFICATIONS.

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEYS, DIAM.	BELT WIDTH.	SPEED OF PULLEYS.	FLOOR SPACE.		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
38"	3,400 lbs.	20"	3"	100	5' 8"	6'	\$15.35
50"	4,700 "	24"	4"	175	6' 8"	7'	22.05

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

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THE SALARY OF A NEWSPAPER ILLUSTRATOR.

THE rewards for newspaper illustrators are supposed to be large, but there are few artists who can boast of the financial success which has awaited Mr. Homer Davenport, cartoonist for The New York Journal. He is now, possibly, the highest-priced newspaper draughtsman in the world, and this is how it came about: Davenport went from the West to The New York Journal when Mr. Hearst took hold of the paper. Some time after this The New York World hit by accident on a feature that seemed to take with the public; it was known as the "Yellow Kid" series of comic pictures. Hearst's policy had been to build up his own paper by drawing away from his rival, The New York World, any man who proved valuable to the latter paper. So he sent for Outcault, the author and draughtsman of the "Yellow Kid" pictures, and offered him \$150 a week, twice what he was being paid on The World, to join The Journal staff and bring the "Yellow Kid" with him. Outcault asked for time to consider the offer. He told The World people of Hearst's proposition; they met it by offering him the same salary to remain on The World. He returned to Hearst and told him he thought he would stay on The World, but Hearst added \$1,000 spot cash to his previous offer and one-half hour to consider it. Outcault accepted at once, and brought both the "Yellow Kid" and an expensive lawsuit to The Journal. When Mr. Pulitzer, of The World, heard this, he immediately planned retaliation. He sent for Davenport and offered to double his salary if he would break with The Journal and go over to The World. Davenport reported to Mr. Hearst this offer, and the latter, thinking it an effort to get square with him for the Outcault incident, immediately raised Davenport's salary to \$250 a week and gave him some other concessions. Pulitzer, on hearing this, is reported to have said: "Just what I wanted; I don't want Davenport on my paper, but I wished to make him expensive for Mr. Hearst." Recently another boost has been given to Davenport's salary in a most unexpected way. There has been a wave of retrenchment and salary-cutting on The Journal with Mr. Hearst's approval, but when the managing-editor came to Davenport and asked him if he would not be satisfied with \$200 weekly and bear his share of reduction with the rest of the staff, Davenport got indignant and threatened to resign at once. On Mr. Hearst hearing his threat, he raised Davenport's salary to \$300 a week with a contract running for a term of years.

Embryo illustrators must not be encouraged by this to waste their time and energy in training for the field of newspaper illustrating with a view to earning munificent salaries. While there is room at the top, as in all phases of human endeavor, the failures, financial and otherwise, in the work of illustrating are as numerous as in any other calling—perhaps more so.—Inland Printer.

LONG CONTINUOUS OWNERSHIP.

The Markdale Standard, having been published for 18 years by its present owner, the Owen Sound Advertiser says: "The Advertiser has been published continuously for 37 years by its present owner, with the exception of 15 months, and the publisher is not a very old man either. The Advertiser has always been liberal in politics, and very likely always will be. Don't think there is another publisher in the Dominion, to say nothing of the county, can say the same." Do any readers know of a parallel case?

TRAVELING ON THE EDITOR'S PASS.

Jack Rogers was a newspaper reporter, and broke. He had hung around the Dubuque newspaper offices for a job until he had been requested to move on. So he decided to move on to Des Moines. But how to get there was the question, says The Chicago Inter-Ocean. Jack put on his thinking cap, and the result was that two hours later he found himself on a train and the conductor standing by his seat.

"Ticket," said the conductor.

"See here, conductor," said Jack, easily, "my name's Rogers, and I'm reporter on The Des Moines Air Blast. I'm broke, and I'm in a hurry to get back home with a scoop. You let me ride, and the office'll fix it up with you. See?"

"Well," said the conductor, "I guess that'll do all right. The road feels friendly towards The Air Blast. In fact, the editor is in the back coach. Come along, and I'll introduce you. If he says you're all right, it goes."

Jack was knocked all in a heap at the turn things had taken, but he had nothing to do but follow the conductor. They halted in front of a man in the back coach, and the conductor said:

"Mr. Smitem, this is Mr. Rogers. He says he's a reporter on your paper, and wants the office to pay for his transportation when he gets to Des Moines.

"How do you do, Mr. Rogers?" said the editor, pleasantly, extending his hand. "Glad to see you: sit down here with me." The conductor didn't wait for any more, but went off.

"Well, this is nice of you," said Jack, too astonished and embarrassed to talk straight. "Of course I'm not on your paper, but I'm broke, and yarned to the conductor, hoping to get a job, and square it up later."

"Oh, that's all right, my boy," said the other. "Neither am I on the paper. I'm only riding on the editor's pass."

The Canadian Press Association executive is called to meet at the Queen's Hotel, Toronto, on October 24. There may be business arising out of the recent excursion to the Coast, the admission of new members, etc., but the chief question to be considered is the programme for the 1900 meeting, to be held next February. The membership of the association has touched high-water mark this year.

William Senior, a well known English journalist, is retiring from the post which he has held for the past 33 years as special correspondent of The Daily News. Apart from the editor, Sir J. R. Robinson, Mr. Senior is the oldest member of The Daily News staff. He will continue to act as editor of the angling department of The Field, but otherwise he will in future devote the larger part of his time to literary work that has no direct connection with journalism.

A strike of printers has been going on in London, Ont., for some weeks. The firms affected are A Talbot & Co., London Printing and Lithographing Company, Lawson & Jones, C. P. Heal & Co., and the number of men out is 25. The men claim that for some time the firms throughout the city have been replacing union men by girls from outside points. At last accounts the men's committee were advertising in Toronto and elsewhere warning printers to keep away from London.

A WOMAN'S PLEA FOR WOMEN JOURNALISTS.

WOMAN'S instinct, adaptability and discernment naturally fit her for a place in newspaperdom, says Mr. E. Hagadorn in a paper before the New York Press Association. But there are certain other qualities just as indispensable. A real love for journalism is, I believe, the first essential for success—a love beyond every other ambition. The work should be the mainspring around which every other purpose revolves. No matter what other interests she may have, they should hold a secondary place as compared with zeal for the paper. Of course, the belief that her paper is the best will be a stimulus to put forth the greatest possible effort in its behalf. If she have not that faith, then she had better hustle to make the paper the best in the community. Every paper should be worked up to the highest possible standard, and every issue should be kept there. It will pay in dollars and cents. There is also the satisfaction, which I trust every editor here has enjoyed, in having subscribers say "your paper is the best in the county; we couldn't keep house without it." Such expressions will be forthcoming if the paper be what it ought to be.

The woman journalist must have the same instinct for news-gathering as a man. the same quick discernment between news and gossip, and the same alertness to grasp every opportunity and word for a fresh item. A woman need lose none of her womanliness in gathering news, no matter where it may lead her. In fact, it is absolutely necessary that she retain every atom of her dignity, or both she and her paper will suffer. She can report caucuses, political conven-

tions and board meetings, or ask for interviews with strangers, and meet with nothing but the utmost courtesy. A murder case is not beyond the possibilities. A very short time ago, the writer had a little experience in that line, and was locked in the "cooler" with a man charged with killing his wife. The man was induced to tell his story, and a good scoop was thus made over all the other papers. When one sits down and thinks of such experiences they do not appear especially pleasant, but, at the time all that is forgotten in the interest of getting the desired information direct from the principal in the affair. Of course, it takes a little grit and fearlessness to do such things, but, after being once done, a woman will laugh at the bugbear she had imagined it might be.

The woman must at all times by her manner show that she is on business, and that she is not in quest of pleasure or notoriety, or actuated by mere curiosity. If that rule is strictly adhered to, a woman will not lose, but will rather gain the respect and confidence of the men in her town.

The report that comes to **PRINTER AND PUBLISHER** regarding Mr. T. H. Preston, of the Brantford Expositor, is that he is quite recovered and his old self again. This will be pleasing news to his many friends, who were made anxious by alarmist reports.

The Montreal Weekly Star, which has progressed marvelously during the last few years under Mr. J. W. Daffoe's management, got out an attractive booklet, finely printed, outlining the distinctive features of the paper and containing a large number of brief tributes from advertisers.



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THE PRINTING DEPARTMENT.

COMPUTING THE COST OF PRINTING.

I.—Composition in the Large Book and Job Office.

THERE is no subject of more importance to the proprietor of any of the large book and job offices in the large cities, none to which he gives more constant and detailed attention and study, than the costs that enter into the price of the work that is done in his office.

To the accuracy of calculation of the costs of production the success or non-success of his business is largely attributable. If his computation leads him to make too high a charge, he finds it impossible to secure the work necessary to keep his men and presses busy. If his charges are too low, he may do an immense business with a very small proportion of net profit.

In the printing business, as in all others, there are direct and indirect charges which must be taken into account. The direct charges may be divided into two classes—the cost of labor and the cost of material. The indirect charges are the expenses that do not increase or diminish with greater or less output. These are generally known as fixed charges, and include rent, light, heat, insurance, interest, wear-and-tear, etc. Each separately is a small item, but, when all are added together and charged up, it is seen that they are a considerable part of the total cost. If these charges were not taken into account, as would be the case if only the actual cost of the paper, ink, composition and pressman's time were charged for, the printer would run his business into bankruptcy in short order.

In estimating the cost of labor in the composing room, the indirect, as well as the direct, cost is taken into account. The direct charge is the time of the compositor, the minimum of which, in a union office in Toronto, is now \$12 per week of 54 hours, or about 22¼ cents per hour. In making this charge a proportion of one-third extra for distribution is considered proper. The indirect charges include the time of those who supervise and complete his work, such as the foreman, proof-reader, copyholder, and boys.

In order to ascertain the cost of composition per thousand in a book-room, it is necessary that all wages paid out there should be added together and divided by the number of thousands set.

This will not do in the job room, however. Here an account must be kept of the time spent on each job. This is done by the ticket system, whereby each workman charges his time on a ticket that accompanies the job from the foreman's desk to the shipping-room. The time of the proofreader, foreman, etc., is not charged on this slip, but the proportion that each job should bear of the value of their time is found by adding the value of the time of the compositors in the room, and dividing the total by the value of the time of the foreman, proofreader, etc. It is thus found that it is necessary to add from 20 to 30 per cent. to the compositor's time on this account, making the total cost for composition from 28 to 30c. per hour at the Toronto Typographical Union scale of wages.

That in some cases but 30 per cent. should be added, and

but 20 per cent. in others, may not seem right at first, but this range is made because of the time lost by changes from one job to another. The indirect charges on a small job are necessarily larger than on a long one for this reason.

The cost per thousand in the book room is also found to vary considerably in proportion to the length of the work that is being done. The reason of this lies largely in the fact that there is generally the waste of time in changing from one job to another as is the case in the job room. For instance, when a staff has finished a short booklet, which was set in brevier and have to start a pamphlet which is to be printed in long primer, a good deal of time is naturally lost. Often, too, it is necessary to wait, after the completion of one job, for "copy" before the next one can be commenced. On the other hand, compositors on a good sized book or catalogue work steadily, and "get up" more matter in a day than they would if they had to work on a succession of small jobs.

The cost of material—by which is meant paper, cards, etc., and outside bills, for ruling, binding, engraving, etc., include not only the price paid for them but also the expense of handling them, so a flat profit of about 10 per cent. should be charged for them.

As has already been stated, besides the direct charges for men and materials, account should always be taken of indirect charges—general expenses. The cost of rent, light, heat, insurance, interest on type installed, and working capital invested, should all be charged. This can be found by dividing the yearly expenses of this nature by the number of working hours in the year, and making every job bear its portion of this charge. When all these charges are taken into account, one sees that the larger job printing offices do not reap a very large margin of profit at 37½ to 45c. per hour for composition.

REGARDING DEPRECIATION OF PRINTING MACHINERY.

Our attention has lately been directed on various occasions to a subject of vital importance to the owner of printing presses, composing machines, paper-cutters, binding machinery and the like—the proper percentage to be "charged off" each year for depreciation, says *Newspaperdom*. At the outset, however, in order to clarify the theme, it must be explained that for the purposes of this article the word "depreciation" will be considered to take in the matter of providing what might be called a sinking fund, in order to insure against the necessity of replacing the machine in the event it becomes obsolete or superannuated through the introduction of a new device greatly superior in its possibilities of labor-saving. The foresighted printer or publisher will not let such a contingency escape him. He will accordingly insist that the percentage decided on must return the entire first cost within a term of years considerably less than the period calculated as indicating the "life" of his machine, whatever it be. Of course, to follow this plan imposes a heavy burden on earning capacity, to provide in a fixed number of years the amount in question in addition to interest on the investment; but, as

The Simplex ONE-MAN TYPE SETTER

WATERTOWN DAILY TIMES.

WATERTOWN, N. Y., July 1, 1899.

THE UNITYPE COMPANY, New York City.

Gentlemen—Replying to your favor of the 29th inst. we would state that we do not know what more can be said than we have already written in regard to our satisfaction with the Simplex machine. It certainly does all, and more, than you claim for it.

We are averaging about 6,000 solid brevier per day of eight hours, using two people on each machine, and figure the cost of the composition about 12 cents per thousand. One of the teams has reached as high as 4,000 in eight hours. Of course, as you know, it depends a great deal on the operators. The machine is capable of doing all that you or we expect of it. We certainly would recommend it for any office situated as we are. It is certainly very easily managed much more so than we expected. We are more than pleased with our new Simplex machines.

If there are any other points that you desire covered, let us know.

We would state that we have written a letter of recommendation for your machines at least every other day since you put the machines in, which we hope will do you lots of good. We are thinking strongly of getting up a circular letter, as it is becoming quite laborious to write so many.

Yours very truly,

THE BROCKWAY COMPANY.

BERKSHIRE COURIER.

GREAT BARRINGTON, MASS., June 17, 1899.

THE UNITYPE COMPANY, New York.

Gentlemen—Replying to yours of the 14th inst. would say to you as I have said to a good many newspaper men whose inquiries I have answered concerning the Simplex:

It's all right—at least it has been all right so far. We've been running it under disadvantageous conditions, an irregular paper, but yet have gotten excellent results. We put it in charge of a boy who had been doing fairly good work as a compositor. He soon attained a good speed, but quit us rather suddenly because she had only begun practice upon it, but at once developed such speed that we were not seriously troubled in the matter of getting our paper out as though nothing had happened.

I think the Simplex is just the thing for an office like ours. The cheapness with which matter can be set is an item, but an even more important one with me is the fact that we can handle the later news to so much better advantage.

I've been scattering good opinions concerning the Simplex by mail for several weeks, receiving an inquiry every day or two from some newspaper man.

Sincerely yours,

J. E. CLAREY.

The Simplex will save a lot of money in offices having 75,000 ems or more per week to set.

The Simplex will make it possible to cover important news more fully and handle late news thoroughly without delaying publication.

The Simplex will increase the advertising income by the ability it gives to handle big special advertisements, which always come in at the last minute and can not be held over till next issue.

The Simplex will make it possible to get out a better paper at less expense.

The Simplex is easily understood and operated by the ordinary help around a "country" office.

The Simplex will save more than enough to make its own payments—that is, pay for itself and make a profit besides, while doing so.

“For they themselves have said it!”

These are not claims but FACTS—they are taken from the letters printed above; and we have plenty more like them.

Surely this is a matter which calls for the immediate attention of every enterprising publisher who wishes to better his paper, increase his income and decrease his expenses.

Write us to-day for illustrated catalogue and full particulars, sending us a copy of your paper by same mail.

THE UNITYPE COMPANY,

150 Nassau Street, NEW YORK.

Sole Agents for Canada:

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we declare above, it is simply the part of prudence to thus discount the future.

In our experience, referred to, debate arose regarding the linotype—as to whether or not 5 per cent. per annum is sufficient to cover “depreciation.” We were not disposed to deny that the life of this remarkable machine, under proper care, is likely to be extended to the twentieth year. Since the wearing parts are few and comparatively inexpensive, it is reasonably certain that linotypes installed this year will not have outlived their usefulness before 1919. Furthermore, buyers are protected by the admirable policy of the Mergenthaler Company, to make all improvements attachable to existing machines. Still, we argued, the shrewd investor in this or any other sort of machinery must provide for what may happen sometime hereafter. He will feel much better satisfied to find his money returned in ten years, for instance, than if the period be double that. Inventors are keen, in these United States, and the evolution of labor-saving machinery the wonder of the century. No particular arguments can be cited to sustain this contention, since one is so largely “dealing in futures,” and especially for the reason that at present there is not the slightest indication of the advent of a device to replace the linotype—or, for that matter, our latest types of two-revolution presses and self-clamping power paper-cutters, for example; yet, we adhere to the assertion that the rightly calculating publisher or printer will decide on a percentage to be charged off each year on machinery that shall cover not only actual loss in value, but provide also for complete replacement, if need be, within a shorter period of years than may be named for simple wearing out.

As to the method of computation, there is a good presentation of the subject and clear pointing to a conclusion in the following, by Joseph Nasmith, a mechanical engineer of reputation, from Cassier's Magazine :

“In fixing the amount set aside for depreciation, we are at once met with a bone of contention. Shall the fixed amount be deducted yearly from the original, or depreciated, value? In other words, shall the life of the machine be taken as the period during which its cost shall be provided for, or shall there be, at the expiration of that time, a residual value, which is equivalent to an extended life? It is quite certain that every machine that is replaced has some residual value. The material of which it is composed is worth something, and to that extent the absolute wiping out of its value in a given period is unjust. Generally speaking, however, the amount is not large, and may in any case be allowed for in making the calculation of the yearly allowance.

“It may be fairly argued that the plan of deducting equal yearly instalments tells very heavily when the machine is worn and is less effective, while the deduction of a diminishing yearly sum depreciates sufficiently at the beginning, when the machine is at its best, and less after its working value is decreased. While this is true, it is purely a matter of account, and it is permissible to adopt the plan named only when the residual value at the expiration of the fixed period is only equal to that of the material.

“For instance, if a machine be valued at \$500, and is depreciated at 5 per cent. per annum on that amount, then, at the end of 20 years the cost is wiped out. If now the percentage be deducted only from the diminished value annually, then at the end of the time named there will be still 36 per

cent. of the original value remaining. Now, it is obvious that no machine is worth at the expiration of such a term 36 per cent. of its original value, so that the method of computation named is of no value. If, therefore, the allowance is to be deducted from the depreciated amount yearly, then the rate must be higher at the beginning of the term than at any later period, and must, indeed, be on a diminishing scale throughout the whole period, in order to reduce the value to the proper level.

“On the whole, it is better and simpler, considering the purpose of depreciation, to deduct annually a fixed sum from the original cost, so that there may be some period when the account will close.”

TO OUR READERS.

Since the inception of this department, a few months ago, the conviction has grown that it could be made of much value to those interested in the practical work of printing, either in the composing or the press-room, if our readers would freely make use of its columns for the expression of opinion, or by making inquiries regarding any topic having relation to the printing department. All opinions will be gladly welcomed, and all inquiries will be answered as fully and carefully as possible. Any criticisms of what appears in this department will also be welcomed.

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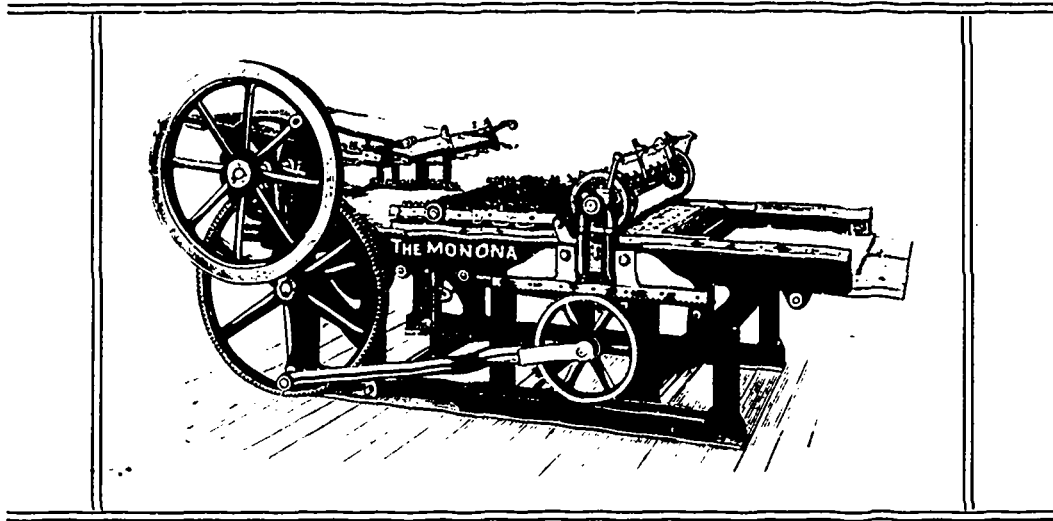
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THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

NOTE A FEW POINTS OF EXCELLENCE :

1. There is no gearing on the feeder's side of the press, the **feeder** can stand close to the press and be absolutely **safe** from all danger of being injured.
2. The **form rollers** are **geared**, thus insuring perfect inking of forms.
3. In this press all **side levers** are dispensed with.
4. There is **never any oscillation of the bed** which is absolutely rigid when the impression is taken, it being automatically locked ; also the impression can be quickly changed at any corner of the bed.
5. The cylinder is held to the rails by a new double spindle cross head, which prevents any cramping which might possibly be in the single spindle head.
6. All gears are cut from the solid block, which insures a smooth running press ; also the cylinder racks are cut from a solid steel bar.
7. The gripper motion is geared, hence is positive, thus making the **register line absolute**.
8. It is the easiest running press offered to the printer—a boy can easily run it. It has five ink rollers ; 3 2-in. distributors and 2 3-in. form rollers, and gives a good distribution ; also each press is fitted with a first-class well ink fountain.
9. The forms can be corrected on the bed of this press with less trouble than any other cylinder press made.

Each press will be complete with a full set of cast rollers, or two roller moulds, cylinder blanket and a full set of wrenches.

WESTMAN & BAKER

MAKERS

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

TORONTO, ONT.

THE CAREER OF GEORGE H. PEART.

MR. GEORGE H. PEART, municipal reporter for The Montreal Herald, died on Sunday, October 1, after a brief illness, of typhoid fever, complicated with pleurisy and pneumonia. Born in Pickering, Ont., in 1871, Mr Peart was only 28 at the time of his death, but he had enjoyed a varied and eventful newspaper career, and had made a name for himself as an able news gatherer and fearless writer.

Coming to Toronto as a mere boy, he began life by driving a butcher cart. His ambition was to enter the ministry of the Methodist church, and in his spare time he studied earnestly with that end in view. Those who knew him then say that he was hardly ever without a book, and that during his rounds he used to snatch every possible moment and devote it to the studies which he loved. Circumstances caused him to change his plans, and, in 1894, he joined the local staff of The Toronto World, under G. W. J. Wilkinson, now of The Mail and Empire. He was given charge of police work, and in this position he displayed the strong, conscientious devotion to duty which was his principal characteristic. He distinguished himself by his handling of the famous Clara Ford murder case, but his greatest laurels were won in the unearthing of the murder of Willie Wells, with which the Hyams brothers were charged. This led to two of



The late Geo. H. Peart.

the most sensational trials in the criminal annals of Ontario. Mr. Peart had been a schoolmate of Wells, and suspecting foul play, he set himself to unwind the tangled skein of circumstances that surrounded the young man's death. After tremendous work he perfected the chain of evidence and published a story which led to the immediate arrest of the Hyams twins on a charge of wilful murder. As everyone will remember, the accused were acquitted on a second trial after the jury had once failed to agree.

In December, 1895, he became city editor of The Chatham Banner, then owned by J. F. McKay, the present secretary-treasurer of The Montreal Herald. Mr. Peart subsequently became managing-editor of The Banner, and resigned that position to take charge of The Herald's municipal work. His success there is well known to newspapermen—indeed, it is a lasting memorial of Mr. Peart's faithfulness, energy and ability. His exposures of the corruption existing in almost every department of Montreal's civic administration created a sensation all over Canada and awoke citizens to an understanding of the shameful misuse of public money that was going on right under their eyes. He was bitterly attacked by aldermen and city officials who were involved, being several times threatened with expulsion from council and committee meetings, and with arrest for criminal libel. But bullying had no effect upon him, and he went on with the work of bringing municipal wrongdoing to

light in his usual quiet, unassuming manner, up to the time he was taken ill. Mr. Peart was the author of the articles which brought on the celebrated action for criminal libel taken against Messrs. Brierly and McKay by Chief of Police Hughes.

Only those who knew Mr. Peart and his work can thoroughly appreciate the loss the Canadian press has sustained in the untimely close of so promising a career. In the brief span of life allotted to him he had done a marvellous amount of public good. As already related, he had been instrumental in bringing a great crime to light, and had shown the criminal world that, though they may escape detection at the hands of the police, they have still to reckon with the daily press. The municipal atmosphere of Montreal is sweeter and cleaner through his efforts. The investigations which he started are being pushed vigorously on, and the demand for purer city government is growing stronger every day. He has proved by his life that a high principled newspaperman, no matter how young he may be, can accomplish an inestimable amount of good by the fearless and faithful performance of his daily duty. Though cut off at an age when most men are just settling down to the serious business of life, he could say like the apostles of old: "I have fought a good fight. I have finished my course."

M.

THE LATE MR J. C. WILSON.

On the afternoon of Sunday, October 8, the head of one of the largest papermaking concerns in the Dominion passed away. Mr. Wilson was a self-made man, in the ordinary acceptance of the term; but, nevertheless, he had what constitutes no unimportant factor in the making of most great men, i. e., an upbringing at the hands of parents who were industrious, thrifty and Godfearing. His mother died early from the effects of excessive hardships, encountered in her pioneer life in Canada. His father was one of a large family, and came of that healthy farming stock which inculcates hardihood and perseverance. He designed the first snow-plough used in Canada.

James was educated at an old-fashioned school, by an old-fashioned schoolmaster, who believed that a little, or, in fact, a good deal of the rod, did no harm. At an early age he was apprenticed to a mechanical engineer, but on account of an accident to his arm he had to quit the trade. A friend sent him to McGill Normal School, where he graduated as a teacher. He taught in Beauharnois, Belleville, and Toronto, and afterwards went to New York to manage the business of T. W. Strong, the publisher. While in New York, Mr. Wilson made many friends by his generosity, as he helped many Canadians there who were more or less in straits. In 1870, he started in business for himself in Montreal, and was the first to make paper bags in this country. The business grew until in 1880 he built his mills at Lachute, which have been added to considerably since. Mr. Wilson always made it a point to attend to business, and not to invest in outside speculation, but put all available capital into new machinery to accelerate and improve work in his own firm. His motto was, "It pays to think." He had a deep-seated love of Canada, and did not shrink from responsibilities which fell to him as a public man.

He was prominent in numerous benevolent and philanthropic institutions, as well as being member for Argenteuil in the Dominion Parliament.

With all his busy life, he was to the last a keen sportsman, and would drive thirty or forty miles to a good trout stream.

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