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Vol. III. No. 11]

TORONTO, NOVEMBER, 1894

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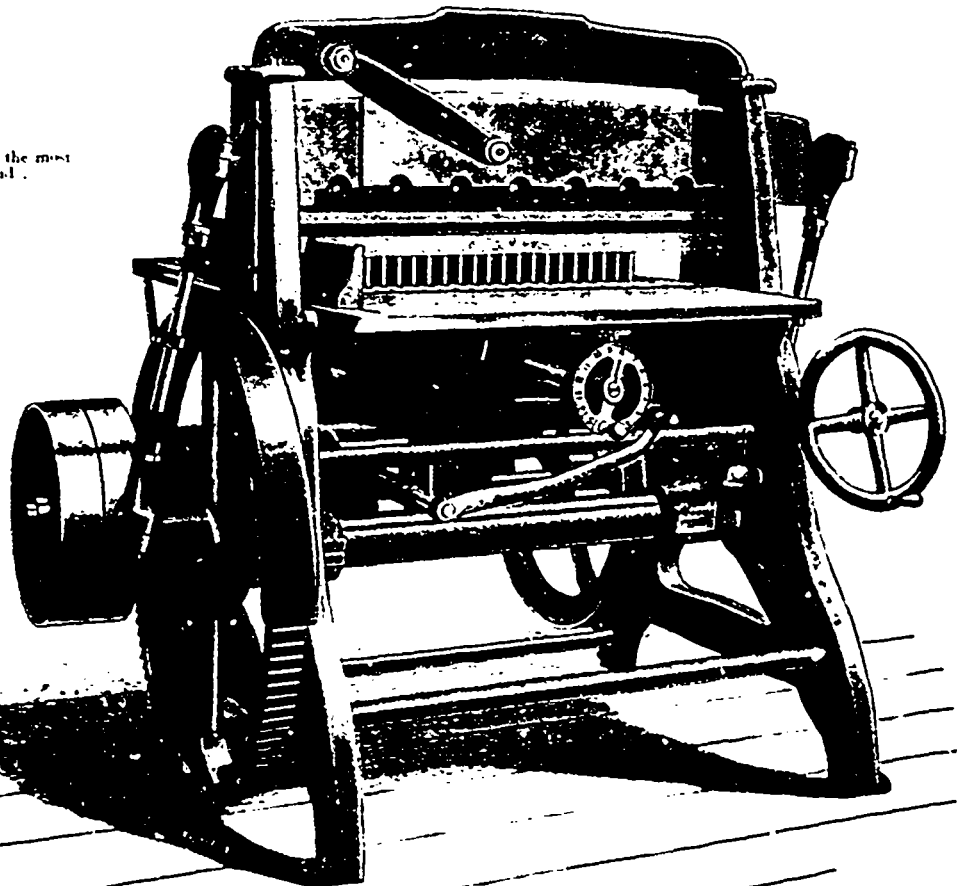
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# Printer AND Publisher.

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## EDITORIAL NOTES.

This month paper makers and pulp makers, paper buyers and pulp buyers, will find an interesting department, devoted exclusively to their interests, on page 26. This will continue to be a feature of this journal, and a special circulation among those interested, both in this country and in the United States and Great Britain, has been organized.

Considerable space is devoted this month to some half-dozen libel suits. These are treated as showing the lines along which reform of the libel law must proceed. They will be the basis,

it is hoped, of new articles to keep up the agitation which is necessary if the publishers of Canada are to be properly protected. Towards this end each newspaper publisher must use his influence and his best endeavors, and use them unceasingly.

A description of the career of Jno. Ross Robertson, perhaps the most successful Canadian publisher, is a feature of this issue. The author is Mr. A. S. Irving, president of the Toronto News Co., and a close friend of Mr. Robertson.

The fool way in which the publishers of Canada are now "clubbing" with their civic brethren is indicative of a very strong degree of friendship. The lion and the lamb lie down together, but in the course of a short time the lamb will become lion. See the point? Perhaps the article on "clubbing" in this issue, and the opinions of some of the leading publishers, may aid in making the point clear.

The American Stationer thus speaks of the famous padding process invented by Mr. Johnson, foreman of the bindery of Messrs. Warwick Bros. & Rutter in this city:

The "Johnson Process" of padding stationery, owned by the Burrage Paper Company, New York, is now used by many of the leading houses in the trade throughout the country. The recognition of its value led to the early adoption of it by the Cranes and by the Whiting Paper Company, who use it in the manufacture of some of their finest papers. As these papers are well known this fact speaks volumes. It should be used by all, for it has special advantages, among them the following: It saves over the old processes from 20 to 50 per cent.; it is clean to use and does not soil the letter book; it is convenient.

Great preparations are being made by the Canadian Press Association for its annual gathering in February. It promises to be an event of more than ordinary importance. Fuller information will be found in this issue.

The cutting of prices in the paper trade has developed to a most disheartening degree, and the market is not understandable. The recklessness of some sellers is of such a bold character that the numerous recent failures in the trade will undoubtedly be added to in the near future. The propensity of recklessness and failure is well known to most business men. More information on this matter will be found in the Paper and Pulp Department.

**JOHN ROSS ROBERTSON.**

BY A. S. DICKSON.

PERHAPS there is no living native born citizen of Toronto who has earlier made his impress upon its history and so closely identified himself with its development and progress than the subject of this sketch. True, Toronto can boast of hundreds of her sons who have attained high distinction in National and Provincial politics on the ladder of municipal fame or in the ranks of the erudite professions, but it is questionable whether in all that noble army there is one who has more prominently labored with his fellow-citizens in their successful efforts to bring the city to its present metropolitan greatness, or whose name and person are so familiar in all circles of the community than John Ross Robertson. Nor is it in his native city only that Mr. Robertson's influence and personality are felt. Throughout the wide Dominion, in the bustling city or humble hamlet there are many or few who have known or heard at some time or other of the energetic Toronto newspaper proprietor. In the busy marts of commerce across the border or beyond the sea, in the great throbbing heart of the Empire itself, can be found those to bear willing testimony to his great capacity for industry and perseverance—qualities which more than all else assist to establish a permanent reputation, and for which in this instance his hardy Scotch extraction may claim some of the credit.

Mr. Robertson, who is the eldest son of the late John Robertson, senior member of the well-known pioneer wholesale dry goods firm of John Robertson & Sons, was born on the 28th December, 1841. As a boy his inclination led him to the case, and he early acquired his trade as a printer by learning to stick type and run the presses in the old Globe office, and also in Alexander Jacques' and the Guardian offices. His earliest publishing venture, and the one, perhaps, that gave him the grasp on notoriety which he has never since relinquished, was during his school days at Upper Canada College. It is now thirty-four years ago since the College Times made its first appearance. The office of publication was in the old Robertson homestead on John street, and if its advent did not startle the city generally it certainly created an interesting sensation in the limited world with which it was supposed to deal. The literary me-

chanical and clerical work was, of course, done by young Robertson, who had a few willing assistants among his boy companions. The paper, a monthly, four-page sheet about the size of ordinary letter paper, was from the outset characteristically aggressive, and professed to exist for the main purpose of correcting abuses in the management of the College and submitting suggestions with a view to reformation. An exceedingly vigorous onslaught on the college authorities for an attempt on their part to dispose of a portion of the grounds hitherto sacredly devoted to play, aroused such a feeling that the Principal, to partly destroy its identity with the institution, demanded that the title of the paper be forthwith changed, and, in obedience to the mandate, the second issue came out as *The Monthly*

*Times*. The alteration did not affect its popularity in the slightest degree, and soon the organ of the College boys grew in favor, and as an evidence of its marvellous success attained in a brief period to a circulation of five hundred. It existed thus for a year when its "entire staff" was transplanted to the Model Grammar School, for the purpose of pursuing more advanced studies, and while these were in nowise neglected, the ruling passion was still active, and ere long *The Young Canada*, a spicy little journal devoted to boyish athletics and sports, came forth periodically to charm the juvenile heart. With the inevitable change in its promoter's circumstances, this too passed away peacefully, and his next venture was one which doubtless many readers will still remember. The Gruntler was a more ambitious attempt than any that preceded it, and possessed more claim to



JOHN ROSS ROBERTSON, Esq.  
Proprietor of the Evening Telegram, Toronto.

general attention and support. It was a weekly, and aimed to be both comic and satirical. That it was successful is shown from the fact that it retained its hold on popular favor from 1863 until 1865, when its proprietor embarked on the higher and more troublous waters of journalism. For a year or so he was connected with the local and advertising departments of the *Leader*, and for a few months was a member of the staff of the *Hamilton Spectator*. In 1865 he joined the *Globe* staff as city editor, and did some notable work during his incumbency. One of his reportorial achievements, as tradition relates, was that for a single issue of the paper he himself gathered and wrote up no less than 175 local items of news. It was during this period that he displayed the keen, tireless news-

paper instinct which was developed in an eminent degree in the more pretentious efforts of later years. During 1860, and while still on the Globe, he conceived the idea of instituting a newspaper which would meet requirements in special directions as well as supplying the insatiable appetite for news. Thus was the Daily Telegraph started, and it existed for five years in the face of formidable competition. From 1872 until 1875 Mr. Robertson was the London, Eng., correspondent of the Globe. In the latter year he returned to Toronto as manager of the Nation, and early in 1876 he founded the Evening Telegram, which, as everybody knows, is acknowledged to be not only a power for good to the city but a most profitable venture for its enterprising proprietor.

Mr. Robertson has added not a little to his prominence and popularity by the active interest he has evinced for many years in the fraternity of Ancient Freemasonry. In the Grand Lodge of Canada he has held the distinguished offices of Grand Senior Warden, 1883, District Deputy Grand Master, 1886, Deputy Grand Master, 1888-90, and Grand Master, 1890-92, and at the present time is the Grand First Principal of the Grand R. A. Chapter of Canada. While Deputy Grand Master he visited over a hundred of the lodges, and during his sovereignty of the craft as Grand Master his visits numbered 367, which included 350 points in Ontario from the extreme eastern border to Rat Portage. These journeyings embraced about 30,000 miles of road and rail, a record attained by no previous occupant of the position, and one which few will care to emulate in the future. But if the craft has conferred honors upon him he in turn has devoted no inconsiderable share of his time and means to the craft. His researches into its early history in this country have

been rewarded with the most important discoveries to the fraternity, which in due time will be given to the world in the form of a work, the value of which, as an archæological treasure, can not be measured by dollars.

He is also the author of a "History of the Knights Templars in Canada," "A History of the Cryptic Rite," and a compilation of useful Masonic hints and precepts, entitled "Talks with Craftsmen," all of which have met with great favor not only on this continent but in Great Britain.

Mr. Robertson is chairman of the Board of Trustees of the Hospital for Sick Children, Toronto, an institution which pre-eminently appeals to the sympathies of the charitably disposed. Some years ago, at an outlay of about \$40,000, he founded "The Lakeside Home for Little Children," at the Park Point, near the lighthouse on Toronto Island. The equipment of this, as well as the older Home, was organized by him, and is admittedly the most admirable and complete of any similar institution on the continent. The wards of Mother hospital contains cots for the reception of some 160 children. The Lakeside Home, which is the summer habitation of the little ones who are convalescent, accommodates 150 patients, with about 40 employees—nurses and domestics. The average number of inmates in the College street Hospital is about 100. The latter building is imposing in appearance, and perfect in its appointments. On entering the visitor is at once impressed with the massiveness and beauty of its construction, and with one feature in particular—a handsome memorial window in stained glass erected to Mr. Robertson's first wife. The subject is Christ healing the sick child, and is the work of the famous English artist, Henry Holiday. The window has been viewed by thousands, and connoisseurs consider it one of the finest specimens of art in America to-day.



#### A BUDGET OF LIBEL NEWS.

TWO CASES TRIED AT HAMILTON THE LEGAL POINTS INVOLVED THE CANADA REVIEW CASE THE BRANTFORD CASES.



At the Hamilton fall assizes recently held before Mr. Justice Falconbridge, two libel suits were tried, the verdicts in which deeply concern every news writer and editor in the country. In one of these, *Beaton vs. Brierley*, the question involved was that of the liability of a newspaper for republishing from a foreign source an alleged false

and libellous article without malice. The second, *Head vs. Spectator*, was also a case of republication of an article without malice; the question turned upon whether the matter of the article was, as the plaintiff alleged, libellous or not. In *Beaton vs. Brierley*, one of the famous "Beaton cases," the article in question, unless it could have been proven to be true, was admittedly libellous; and the only question was the measure of culpability of the defendant newspaper in republishing it.

##### BEATON VS. BRIERLEY.

The "Beaton case" will long be remembered as one of the most sensational newspaper stories ever published in this country. It appeared first in the *New York World*, whose reporter appears to have traveled over the greater part of the Southern and Eastern States, and into Canada in order to complete his

"scoop." The story told by the *N. Y. World*, was, shortly, to this effect: That a woman giving her name as Mrs. Mary Oliver had taken passage on the Dominion line steamer *Quyanlotte*, from South Carolina to New York in June, 1893, in company with an old man who went by the name of Cicero Harrison. One morning the old man was missing. Mrs. Oliver told the captain the old gentleman was her father, and a connection of Ex-President Harrison. The body of the man floated ashore, and was identified as being that of Cicero Harrison Case, a former merchant of Strathroy, Ontario, who had moved to Burlington, Ont. The *World* reporter claimed to have discovered "Mrs. Oliver" to be Mrs. Beaton, of Burlington. The story told how Mrs. Beaton, who was a tenant of Cicero Harrison Case, had been in the habit of going on journeys with old Mr. Case, and getting money from him. It further stated that the "Mrs. Oliver" of the steamer *Quyanlotte*, although she had been without money while on the steamer, had plenty of it after the disappearance of the old man, and that when the body of the old man floated ashore on the coast of Virginia not a cent was found upon him. It broadly hinted that "Mrs. Oliver," or Mrs. Beaton, knew more about the disappearance of the old man than she pretended, and left the reader with the impression that Mrs. Beaton, having got all she could out of the old man, had shoved him off the ship. The

article stated that the police authorities were in search of Mrs. Beaton, alias Mrs. Oliver, to arrest her for the murder of Cicero Harrison Case.

This story was published by a large number of papers throughout the country, and as a result, about a dozen writs claiming damages for libel were issued at the instance of Mrs. Beaton, of Burlington. Among these was that against the St. Thomas Journal, owned and edited by Mr. J. S. Brierley.



J. S. BRIERLEY.

After several adjournments the case came up for trial at the assizes here. The plaintiff, Mrs. Beaton, was in court, but was not put in the box. The fact may partly account for the smallness of the verdict, for it is very hard, as all lawyers know, to recover heavy damages for libel without the testimony of the person principally interested. The only witness was the defendant, Mr. Brierley. He explained that his evening paper used stereotype plate matter sent from Toronto, and that on August 4, 1893, the plates contained the Beaton story, which he published, together with a portion of an addition to the story from the Toronto World. He had published this without malice, and was not in a position to verify the truth of the story. A few days later he had published an item, which also came in the plate matter, to the effect that the story rested on a very slight foundation. After receiving notice of the intended libel suit against him, Mr. Brierley said he had published a retraction, which he read to the court. Mr. Brierley further showed that his paper had a very slight circulation in the district around Burlington where Mrs. Beaton was likely to be known. This was all the evidence put in, and Editor Brierley then addressed the jury on his own behalf. So ably did Mr. Brierley handle his case that the judge in his charge to the jury remarked that a clever lawyer had been lost to the bar when Mr. Brierley took up the profession of journalism. The editor stated his belief that this suit had been begun more with a desire to obtain money than a vindication of character. If this had not been the case, he said, the plaintiff would have taken the witness box and told her own story. Mr. Brierley then launched into a forcible argument of the libel law of Ontario. That law, he said, had been framed when the scope of a newspaper was much more limited than it is at present. He did not ask license for papers, but they should not be held responsible for what they had not originated, nor for items taken from exchanges which were supposed to be responsible sources of information, it being difficult, if not wholly impossible to verify such items. Mr. Brierley, in the course of his address, rapped the fingers of those lawyers who took hold of libel suits in the hope of inducing the newspaper to settle for costs. The plaintiff's counsel, Mr. G. Lynch Stanton, charged Mr. Brierley with playing a part in appearing in his own behalf. This was a new trick in this country, he said, but one frequently practiced by Labouchere, "the prince of libelers." The newspapers of Ontario had all the liberty they should have, and in a case of this kind it should be "Pay or prove." The judge's charge to the jury inclined in favor of the defendant, principally on the ground that there was no malice and that verification of the story was well nigh impos-

sible. He, however, strongly deprecated the practice of newspapers in publishing sensational articles simply to get ahead of an opposition paper.

The jury retired at 10 p.m., and, after an adjournment for the night, brought in a verdict at about noon the next day. It awarded the plaintiff \$1 in addition to the \$10 Mr. Brierley had already paid into court. But this verdict was sufficient to carry costs, and the judge refused the editor's plea to use his discretion in awarding the costs in view of the apology made to the plaintiff. So Mr. Brierley will have to pay between \$200 and \$300 for the publication of the "Beaton case."

The verdict of the jury, however, indicates one very important fact. It is that the sympathy in a libel suit where there exists no malice on the part of the defendant, and where the plaintiff does not go into the box to show actual damage to his reputation, is liable to be with the newspaper. And if this be the case, to such an extent that the individuals who begin such actions are not able to recover substantial damages, it will not be long before the libel law is so changed as to render such prosecutions as Beaton vs. Brierley impossible. For the public opinion as expressed in a verdict such as that in the above named case will soon chrysalize itself in the form of a legislative enactment.

#### HEAD VS. SPECTATOR.

\* This was a case in which Mr. Thomas Head, of Copetown, claimed \$5,000 damages from the Hamilton Spectator for publishing a clipping from the Toronto Globe, saying that Mr. Head, a well-to-do former butcher of Copetown, had been arrested and arraigned at the Police Court in Simcoe on a charge of obtaining \$150 from Mr. John D. McIntosh by false pretences. The paragraph went on to state that in December, 1876, Head had sold to McIntosh the right to sell a patented machine in the County of Norfolk for \$400, of which \$150 was paid in cash and the balance to be paid in royalties. McIntosh had discovered that Head had previously sold a portion of the territory to another man. Head was allowed to go on his own recognizance and was subsequently acquitted. The plaintiff objected to the article because he said it suppressed certain portions of the evidence at the trial favorable to him, and also because it was headed "Tom Head in trouble at Simcoe." He also alleged to be libellous a statement added to the report of the trial to the effect that the prosecution was said to have evidence in reserve that would bear very strongly against the defendant. The Spectator published a retraction and apology, and an account of Mr. Head's acquittal at Simcoe. It was shown in evidence that Head had agreed to settle first for \$500, then for \$100, and finally he came down to \$25. The Spectator then refused to pay him anything.

In his charge to the jury, Mr. Justice Falconbridge explained that reports of judicial proceedings were privileged. If this was a fair report of Head's trial then a verdict must be found for the newspaper. Again, the statement about the evidence in reserve was strictly true, for it had, as a matter of fact, been said at the trial that such evidence existed, and would be likely to secure a conviction. The judge further explained to the jury that an apology was a sufficient answer to an action for libel in the case of a public newspaper, where there was no malice or gross negligence. But it was no defence to say that the information on which the libel suit was based came from a reputable source. The charge of His Lordship was strongly in favor of

the newspaper, and a verdict for the defendant was brought in by the jury shortly after retiring.

From the remarks of the learned judge at the trial it would seem, not only that the old rule "the greater the truth the greater the libel" has been superceded, for this has been the case for years, but that the trend of judicial utterances is becoming more and more favorable to the position that the truth is a good defence to an action for libel in any case. The restriction that the truth stated must be "in the public interest" has not now a great deal of weight. There is a growing tendency to take nearly all truth as being "in the public interest." What His Lordship said about an apology being a good defence where no malice or gross negligence is shown, is also of the first importance to newspaper men, and both this and the preceding case of *Beaton vs. Brierley* go to show the waning sympathy of juries towards merely vexatious libel actions.

#### THE CANADA REVUE CASE.

After five months' deliberation, Judge Doherty gave his decision on Oct. 30th in the celebrated case of the *Canada Revue v. the Catholic Archbishop of Montreal*. On November 11th, 1892, the Archbishop wrote and caused to be read in all the Catholic churches of his diocese a circular letter protesting against certain journals which he claimed had insulted religion, the discipline of the church and its ministers, and concluding: "The holy name of God invoked, we therefore condemn, by virtue of our authority, two publications printed in our diocese, namely, *Le Canada Revue* and *l'Echo des Deux Montagnes*, and we prohibit until further order all the faithful, under the penalty of refusal of the sacrament, to print, to place or keep on deposit, to sell, distribute, read, receive or keep in their possession these two dangerous and unhealthy sheets, or encourage them in any manner whatever." Because of this interdiction, the *Canada Revue* Company brought action for \$50,000 damages.

In the meantime, as the result of the Archbishop's mandament, contributors withdrew their names from the *Revue*, subscribers their support and advertisers their patronage. The paper continued for a while as a weekly, then as a fortnightly and finally was compelled to stop publication. The other paper, the *Echo des Deux Montagnes*, which was condemned, promptly changed its name and is still published as the *Libere of Ste. Scholastique*.

The pleadings of the parties summarized present for decision the following questions: (1) Is the circular a libel? (2) If so, was it published under such circumstances as to constitute it what is styled in the plea a privileged communication? (3) Was the prohibition contained in the circular addressed to the Catholics of the diocese a wrongful act, or was its enactment and publication the exercise on defendant's part of a right? (4) If it was per se the exercise of a right, did the exercise of that right by defendant in the manner and under the circumstances in and under which it was exercised constitute an invasion of any legal right of plaintiff and thus become wrongful?

On each of these points the Judge decided in favor of the Archbishop, holding that he acted without malice and within his jurisdiction. He therefore dismissed the case and added: "In disposing of this case the court has proceeded upon principles which would be equally applicable to societies having purely temporal objects. As the application of these principles has been sufficient to dispose of plaintiff's action, it has not been necessary to consider whether the spiritual character of defen-

dant's functions would enable him in the performance of them to take any wider liberty than the functionaries of any lay society, and the court refrains from expressing any opinion thereon."

This decision is law, and as such is sacred. However, because it is law, it is a time when it can safely be said, "There are some changes needed in our law." Judge Doherty placed the Roman Catholic Church on the same basis in the eye of the law as other social organizations, Masons, Oddfellows, Foresters, etc. Yet none of these could send out a proclamation, beginning, "The Holy name of God invoked," which would be as sacred on the consciences of men as the proclamation of the Archbishop of Montreal was. The Archbishop has a great power in his hands, which he can use for weal or woe, spiritual, and by this decision for weal or woe, temporal. If an Archbishop can destroy a newspaper he can destroy a dry goods business, a boot and shoe business, a grocery business, etc. In fact, the business men of the Province of Quebec are entirely at his mercy, and the reputed freedom of the American continent is a nonentity in Quebec Province at least.

In conclusion, we can only mildly say, as many other Canadian papers have said, that we hope an appeal will be made, and that the highest authority in the British Empire will have an opportunity to say whether preacher or priest has a right to say on what lines the newspaper in his pastorate or parish shall be conducted.

#### OLES VS. PRESTON.

A libel suit of unusual interest was tried at the Brantford assizes, which opened the 22 inst., Judge McMahon presiding. Charles Oles, a Brantford lawyer, sued Mr. T. H. Preston, of the *Expositor*, for damages for an alleged libellous article in which he (Oles) was spoken of as a "vulture." The offence charged against Oles is that of soliciting an action against the *Expositor* in connection with a trivial item that appeared in the paper, and finally offering to undertake it at his own risk and costs.

Hon. A. S. Hardy conducted Mr. Preston's side of the case, and made out a strong defence, dwelling strongly on the point that briefless lawyers were apt to offer to conduct libel cases at their own risk, and that as this was, seemingly a case of this kind, it should be met with fitting punishment. Mr. Hardy scored the plaintiff, Oles, for defending himself out of the mouth of a perjuring witness. Mr. Lount spoke on behalf of Mr. Oles, trying to show that the witness who had been called to prove that the man for whom Mr. Oles was solicitor had sought his help, was a reliable one.



T. H. PRESTON.

It appears that the whole jury were for giving a verdict for the defendant, President Preston, but two of the twelve wanted to divide the costs. This caused the jury to disagree and they were discharged, each party thus having to pay his own costs.

Judge McMahon, in the course of a powerful speech, said: "And here, gentlemen of the jury, it is proper to say that this is a matter of public interest, was treated as a public interest, was regarded as a matter of public interest; and where a newspaper



criticises the conduct of anyone in regard to a matter which concerns the general public and does so in a temperate, fair and honest manner, it is not libellous at all. Criticism itself is no libel, and criticism never deals with a person, it only deals with the act, and where the act is criticised, and criticised in the spirit and in the manner which I have stated, it is not libellous at all. The press is in a way the guardian of public interests, and through the medium of the press and its vigilance many of the reforms that have been effected have been brought about. Public attention has been brought to abuses, public opinion has been brought into action, and through public opinion being brought into action abuses have been ended and an ameliorated condition of affairs has been brought into existence: so that you, and I, and every one in the community, where a complaint is being made as to the acts of public men or in reference to any public matter, are all under obligations to the press for the efforts they made in regard to matters, whereby the public are eventually to be benefited, and no one desires, and no one ought to desire to curtail the liberty of the press, or to fetter its actions in the slightest when it deals with public questions and public men. The administration of justice, the verdicts of juries, the conduct of officials after the litigation is over the conduct of the jury, all these things are matters, if they are treated in the way I have stated, that nobody can, and nobody ought to, raise any objection to. The press is an engine in the hands of those who are able to use it right by acting in consonance with the true liberty which the press ought always to enjoy, that is, treating fairly, treating honestly and treating with proper consideration every public question. With that liberty of the press no one wishes to interfere in the slightest, but in any case where the press steps out of its legitimate sphere, and is not attacking the act, but is attacking the individual, and so libels him, then, unless the person wielding the power of the press can justify the act and say it is true, and can prove to the satisfaction of a jury that it is true, he is liable in damages. The law says that a man can say anything he chooses, or write anything he chooses, so long as he can make a jury believe, from the evidence which he adduces, that the statement he made is true. That is his justification.

The judge was right when he said that a lawyer who solicits a suit from another and says, "I will pay for it; I will run the risk of the costs," is not one who ought to enjoy either the confidence of his brethren at the bar or the confidence of the community. He is doing a disreputable act in an admittedly honorable profession, and for doing this should be shunned. Yet the judge must have noticed what Canadian publishers have noticed

and paid for, viz., that some Canadian lawyers are not above this class of business, and, as a body, barristers owe it to themselves to stamp out this disgraceful business. It is degrading to their profession.

#### BANQUE D'HOHELAGA VS. MONITEUR DE COMMERCE.

The Banque d'Hochelega brought action against The Moniteur de Commerce for \$50,000 for an alleged libel. The article complained of referred to the poor credit of the bank previous to its failure, and of its acceptance of Central Bank bills when other banks were refusing them.

Mr. Shallow proved that he had made a fair criticism in the public interest, and he won.

#### GUMMER VS. THE TORONTO NEWS.

Mr. Gummer, of The Guelph Herald, obtained a verdict on October 12 against The Toronto News for \$200 and costs for a libel.

Briefly, the case arose out of the printing in the society column of The Toronto News on January 13 last of an article, contributed by some outsider, whom Editor Smith declared on oath he did not know. This article was headed "Fat Jobs for Printers. How the Orders are Used by Some Members to Make Money." It then went on to insinuate that Mr. Gummer had obtained the contracts for the publication of The Forester, the official organ of the Canadian Foresters, and The Rainbow, the official organ of the Chosen Friends, by corrupt or improper influences. When served with notice of objection to this statement or innuendo the News people did not retract or offer to do so. Even in opening the case Mr. Wallace Nesbitt, Q.C., counsel for the plaintiff, offered to stay all proceedings if the defendants would acknowledge to the court their error, retract the libelous article and pay all costs. His appeal was without avail, and the defendants proceeded in their attempt to justify before judge and jury their charge of corruption. The verdict shows that they failed.

#### AN INJUNCTION THAT COST MONEY.

President Preston, Brantford, lost some money when he was forced to pay the costs of an injunction issued against him by Mrs. Hartley, lately tried in Brantford for murder. This injunction was due to some gentlemen in Brantford with whom Mr. Preston is not a favorite. Judge Rose took exception to Mr. Preston's "scare" headlines in connection with his reports of the Hartley case, and to his obtaining and publishing the evidence of the witnesses before the trial came off. Perhaps the judge was right. Newspaper enterprise may go too far and prevent the securing of a jury free from all prejudice.



#### THE KINGSTON NEWSPAPERS.

ON Monday, October 24th, the Kingston newspaper offices were in a state of turmoil and other unrest. PRINTER AND PUBLISHER soon had its leading reporter on the spot.

It appears that Mr. Pense, the man who publishes the Kingston Whig, a big man physically, mentally and financially, has been putting up a beautiful brick and stone structure in which to house his publishing business. This, of course, was a mark of enterprise, which must necessarily have been met by his competitors.

On this particular Monday it transpired that Mr. Shannon, publisher of the Kingston News, who has a very neat office,

and who wasn't inclined to erect a big building like the New York World or New York Times, had decided to float a newer scheme. His "weekly" was the victim of the scheme, for he decided to follow the lead of the Hamilton Spectator, and put out eight pages twice a week. Mr. Shannon has put in two machines, Typographs, and by shortening columns and narrowing the pages, he intended to still make his weekly pay, and increase its sale very materially.

Now here were two marks of enterprise. Truly, Kingston's newspapers were waking up after their long lethargic slumber.

But when the news of the new semi-weekly reached the

Whig office there was consternation and the devil to pay (his last week's wages, of course). Mr. Pense waxed hot in mighty wrath, and he rushed hither and thither with his mighty mental and physical powers searching for a club wherewith to slay his impudent competitor who had dared to be enterprising. In his anger he seized a knife and cut the figure "2" in halves and decreed by a great oath that henceforth the price of the Kingston Daily Whig should be one cent per copy, or \$3 a year. This would mean a loss to Mr. Pense of \$20 a day, but what mattered that, when a principle was at stake?

Mr. Shannon, in his quiet way, used a similar knife, and the

Kingston people had one cent evening papers instead of two cents, and the great commonwealth of the city slept more soundly, though in their dreams they may have had visions of Folly riding near a precipice.

But what wonders a week will perform! Our reporter passed on, feeling that he had seen Kingston during the throes of one of its greatest changes. But one week thereafter the white flag of truce was carried across the street and the price went up to two cents again, and the *semi-weekly*, born amid great troubles, is thriving. *And some men have again proven to the world that the best of armor has its weak spots.*

#### A FARCE THE TORONTO DAILY NEWS.

THE Toronto Daily News is what newspaper men designate as an "abortion." They simply mean that it is a re-issue of The Toronto Evening News of the previous day, with a few alterations and non-costly editions.

This paper is sold in outside towns and cities at \$1.00 per year. What a profit! Three hundred and twelve papers a year for 100 cents! It has even been offered in Woodstock at less. It appears there with this announcement printed in red ink:

**THE TIMES and  
Toronto Evening News \$1.50  
ONE YEAR**

Numerous complaints regarding this matter have reached this office and publishers seem to consider that this is a deliberate wrecking of legitimate interests. It is known that the Riordans own the paper and many have got it into their heads that Mr. Riordan is anxious to sell the product of his paper mill and that is all he cares about. Those who feel this way about Mr. Riordan of course withdraw their trade from him, hence if Mr. Riordan thinks it detrimental to his interests it will soon be stopped.

One publisher in a city in Ontario when asked about it

said: "I think The Toronto News has a right to sell its morning edition at any price it pleases, as long as it pays its way."

A Western Ontario paper says: "We received a copy of The Toronto Evening News of Wednesday, Oct. 17, and also a copy of the same paper of Thursday, Oct. 18. The contents of the two papers are identical, save that Thursday's copy contains two pages less of matter than Wednesday's. It is by the simple trick of taking Wednesday's paper and changing the date to Thursday that The News company is seeking to humbug the people in the West to believe that they are receiving a "morning" paper the day of issue, at the exceedingly low price of \$1 per annum. Such practices are very disreputable."

Another publisher writes: "As a newspaper The News is a wretched abortion, but the price at which it is offered has placed it in many homes and is an unscrupulous wrecking of legitimate newspaper interests solely for the purpose of selling white paper for the manufacturer."

The News has certainly a right to do as it pleases in an honest and lawful way, but unfortunately The News cannot win the support and approbation of thinking men by its present course. It is lowering rather than raising the tone of the Canadian press.

#### THE WEEK.

CANADA'S greatest weekly is The Week, and though up to the present it has not been a financial success, it may be made one in the near future. It has just passed into the hands of a new company, and has been materially improved in appearance. The double column and very clear body type, similar to that used in this journal, makes a wonderful change. The advertisements have been re-classified and re-set, with a corresponding improvement.

Of late the contributions are improving, and if the standard of the issue of Nov. 16th is maintained, the paper will, no doubt, take a new lease of life. The new management, headed by J.

Carter Troop, may rest assured that if they show the Canadian people something worthy of support that support will not be lacking.

Independent political articles will be appreciated, and economic and scientific articles always find a hearing in Canada to an extent only known to those who have had experience in this matter. *The Week is national in tone and should be made even more so, for the patriotism of this country is growing rapidly and promises to be a marked feature of Canada's literary, social and political future. It should become "The Thunderer" of Canada on the great questions of the day.*



## ANOTHER FAILURE IN TORONTO.

ONE MORE GLIMPSE AT "DARKEST TORONTO" -ANOTHER BLOT HAS BEEN ERASED.

ANOTHER failure has occurred in Toronto, and this journal's prognostication, a few months ago, that there would be no more was wrong. The weak firm then referred to has gone to the wall, owing to an extravagance and carelessness totally inexcusable.

The printer who lives in Toronto in these hard times and thinks he can draw seventy dollars a week out of his business for living expenses, with cigars and clothes charged up as contra, is one of the sublime individuals who should have been born in a family of European aristocrats. He doesn't belong to this nineteenth century of people who desire to spend only what they earn. A man owes it as a duty to the community to consume no more wealth than he produces.

Some years ago the Bingham & Webber firm was founded. A few years led to failure, or in short, they "bust."

Mr. Webber then went into the firm of R. C. Webber & Co. This firm also "bust."

Then came the Webber Printing Co., with Mr. Hill as a partner. This ran along but a short time, until Mr. Hill, foreseeing trouble, got out. Thus in another way this firm was "bust."

Then Mr. Webber amalgamated with Maxwell Johnston & Co., and with a flourish of fancy cards and printed novelties, this firm started out to do the printing of all the business men in Toronto. And now they have "bust."

The creditors got together and considered matters. Mr. J. T. Johnston was assignee, and, it might be mentioned, an ex-

perienced one. Messrs. Campbell, Buntin and Baker were inspectors and no one can deny that these gentleman, especially the first two, know something about inspecting. Mr. Johnston, who seemed to possess everybody's confidence, made an offer of \$10,000 for a \$9,000 plant, and said offer has been accepted. He pays nothing down, but gives a chattel mortgage on stock, plant, book debts, etc., and starts out again in life with a big burden on his back.

When Mr. Webber went into the amalgamation, his liabilities were some \$7,000, while Mr. Johnston's were some \$1,600. The latter's plant was worth about \$7,000, the former's less than \$3,000. So Mr. Webber has lost nothing, but Mr. Johnston a great deal.

The \$10,000 received, or, to be exact, to be received, will pay the legitimate claims of the Webber-Johnston Co., and leave a surplus of \$2,500. All the other claims of all the other firms are thus balanced against a surplus of \$2,500. These claims would aggregate perhaps \$10,000, perhaps \$15,000. They are a great collection.

However, Mr. Buntin gets most of it. He was in some nice way protected by a clause in the partnership articles of the Webber-Johnston Co. which made this company assume his claim against the old Webber firm of some \$6,764.

Thus another piece of history is woven together, a few more old debts wiped off, and nothing remains but sad hearts, bitter experiences and Mr. Johnston and his \$10,000 chattel mortgage.

The curtain drops on "Darkest Toronto" until the next act in the drama.



## MARITIME PROVINCE ITEMS.

It is said that the St. John Progress intends putting in machines at an early day.

The Hantsport Advance has changed hands.

C Spooner is about starting a new paper at Hampton, N.B.

One of the liveliest weekly papers in the Maritime Provinces is the Woodstock (N.B.) Despatch.

The Maritime Grocer issued an exhibition number which was a credit to Editor Stewart and to Halifax.

It is reported that H. I. Stevens is about to start a daily paper in Moncton in opposition to the Times.

Boston jobbers are offering a No. 3 white paper at less than 10¢ at the mill in New England for export to Canada.

The St. John Sun claims to be saving, so it is reported, \$5,000 a year by the introduction of type setting machines.

The Springdale (N.B.) paper mills are doing a rushing business, and their news print is said to be as good as any in the world.

The St. John Gazette has just put in the fastest press in the Maritime Provinces. The capacity of the machine is 24,000 four page papers an hour, which is equal to that of all the other papers in St. John. Score one for the Gazette.

Middleton has a new weekly the Outlook. One-half is printed by S. Frank Wilson. Fred. E. Cox is the publisher. Although four other newspaper ventures in that village of less

than 1,000 inhabitants have gone to the wall, still there is hope for the Outlook; and, being a bright, newsy sheet, it deserves to succeed.

The new face for the typograph is out, and is a decided improvement. The machines in Nova Scotia ought to be supplied with it.

Following the St. John Sun, which uses the linotype, the managers of the Halifax Herald and Chronicle are contemplating putting in machines.

The Truro Daily News is poorly printed. It is a newsy paper and would look a thousand times better if the typographical appearance was improved.

Arichat, C.B., now boasts of a new paper, the Record, issued by D. H. Campbell and A. E. Morrison. The outside is printed at Hamilton, and, strange to say, is dated Vol. 4, No. 30. The Record is the only paper in the county and has a good field.

The Canso Breeze has changed its patent outside from Hamilton to the Toronto Type Foundry. While the editor was away one day, recently, his whole staff left him—for reasons best known to themselves. The editor reports business dull and money scarce.

Many improvements are being made in St. John, N.B., papers. The Telegraph has put in a photo engraving plant, the Sun, the type casting machines, and the Gazette, a new

web-perfecting press. It has more daily papers for its size than any city in Canada. They all appear prosperous, chiefly because the business men are extensive advertisers, and because the citizens themselves are all well off.

Hasgard & Moore, Charlottetown, who are doing a good deal of the Government and other printing and binding for Prince Edward Island, are increasing their business to such an extent that they will shortly put in a large new press and some additional machinery.

The Pictou Standard man eclipses the Petrolia Advertiser by offering seven papers for a year and three months for only \$5—an average of a cent per copy. The paper of the future will be only one cent. More publishers are falling into line every day, and news-print was never so cheap as now.

The only railway man's paper in the Maritime Provinces is the Headlight, published at Truro, by C. W. Lunn. Headlight is the most popular paper in Truro: everybody looks for it, and Bro. Lunn "hits" straight from the shoulder. The railway boys stand by him like a man, and he deserves to succeed.

There is no regularly organized Employing Printers' Association in St. John, N.B., but the printers have had several meetings with that object in view, and they hope soon to be represented in the United Typothetae. Major Markham, of the Sun, is president, and G. F. Barnes is acting secretary. They will, no doubt, have a very strong association. The trade is more liberally patronized than in the west, and are working well together.

Schofield Bros., St. John, N.B., have been appointed sole New Brunswick agents for the E. B. Eddy Co.'s papers. They have been extensive dealers in printing and writing papers of all kinds for some years, and have a good connection throughout the province, so that the Eddy Co.'s makes should now meet with a still greater sale in the east. They will carry a full stock of all grades, and will be able to fill orders in all kinds of

printers stock from any part of the Maritime Provinces the same day they are received.

Nova Scotia has three towns with a population averaging 4,000 that each issue a daily paper. Outside of Port Hope and Port Arthur, there is no town in Ontario with that population that issues a daily. There is no fortune in a daily in a town with less than 10,000, and the question is, would it not pay, and the public be better served by a tri-weekly or a semi-weekly? The Chatham Planet issued a tri-weekly and weekly for years, and perhaps that is best. What is your opinion?

T. C. L. Ketchum, formerly of The Toronto Empire, who is now publishing The Woodstock, N.B., Dispatch, is secretary of the Board of Trade in that town. At the recent conference of Maritime Boards at St. John Mr. Ketchum showed that he had a thorough grasp of the business situation, from the way in which he produced facts to prove his statements. H. H. Pitt, M.P.P., of Fredericton, is another live newspaper man, who is at the head of every movement to promote the interests of the trade of his town and country.

Quite a number of papers in Ontario have adopted the positively "cash-in-advance" system for subscriptions, but, strange to say, not a single publisher in the Lower Provinces has yet adopted it. The policy of giving away half a subscription list to people who never pay is about played out, and the "advance system" is bound, sooner or later, to come into vogue. Who will be the first to adopt it?

The following is from the Truro Headlight, and is a new departure in journalism: "Hereafter we will charge five cents a line for all local line notices of concerts, operas, socials or anything of an advertising nature. In view of the above we have decided not to accept any more complimentary tickets to socials, concerts or operas, or favors of any kind. We shall pay for all we get and expect others to do the same. This is business."

How does the above strike the newspaper men of Canada?



### CLUBBING AND GRATUITOUS CIRCULATION.

TWO IMPORTANT QUESTIONS DISCUSSED THE OPINIONS OF SOME OF THE BEST PUBLISHERS—OTHER INFORMATION.



BEFORE the time of most journalists of the present day, "clubbing" was a duly authorized scheme for increasing subscription lists. But like many a scheme brought down to us from ancient time, its antiquity is all that it possesses to commend itself. Still it obtains to a very large and alarming extent, and a great variety of opinions is to be found as to its advisability.

Last month this journal mentioned one case when it said:

"Mr. Richard Herring, of The Petrolia Advertiser, is the cheapest man on earth. He is offering The Toronto Mail and The Petrolia Advertiser, both for one year, for 90 cents. The Mail, if it values its reputation, should stop this."

A few more instances are here noted from the multitudes that abound:

Subscribers paying one year in advance from Jan. 1st, 1895, will not only receive The Ladies' Journal for the same period free

of extra charge, but also that magnificent book of over 100 large pages, The Canadian Annual. This is the greatest offer ever made here. —Toronto Junction Leader, Oct. 26.

The Review from now till Jan. 1st, 1896, for \$1; or from now till Jan. 1st, 1895, for 10c. Those taking the 10c. offer can have The Review till Jan. 1st, 1896, by paying 90c. before the 1st of January. The Ladies' Journal will be given free to those who pay up to January 1st, 1896, or The Journal, Canadian Farmers' Sun and The Review for one year for \$1.40. —Streetsville Review.

UNPARALLELED OFFER! We have made arrangements whereby new subscribers can get The Reformer and Weekly Globe, that king of weeklies, for \$1.25. Think of it two papers for about the price of one. The two for only \$1.25 per annum. Address, The Reformer, Milton, Ont.

We will take word on account of subscriptions. Bring in a good big dollar's worth, for we are giving you a good big paper. —Assiniboian, Oct. 22.

These journals are no worse than scores of other Canadian journals, but are simply taken as samples. The latter one

quoted has not started clubbing, but no doubt a few would soon be made out of the wood.

#### OPINIONS ON CLUBBING.

I. W. Shannon, of The Kingston News: "I am not an enthusiast on clubbing and do not think that it does much good."

W. H. Keller, of The Uxbridge Journal: "I am one of those who oppose clubbing, and, while I forward a few subscriptions each year to leading papers, I absolutely refuse to push one paper to the exclusion of all others." "I think country publishers who give other papers with their own at less than cost price are making a desperate effort to boom city weeklies partly at the cost of their own. People who want papers will always pay a fair price for a good article, and we all might as well have a profitable price, or at least a price at which we will not lose. A paper that is not worth a dollar is not worth printing or subscribing for."

R. Holmes, of The Clinton New Era, writes very thoughtfully on this question, and says:

"No doubt many publishers have asked themselves the question, 'Is clubbing with some other publication an advantage, or is it not?' and not being fully determined in their own mind, have bitten the bait seductively offered, only to realize afterwards that their expectations have not been realized. As a matter of principle, I do not think clubbing is right; as an expedient it is sometimes advisable. The publisher who issues a good paper has very little to gain by clubbing; my experience has convinced me that no matter how liberal a clubbing rate is offered it will not bring many new subscribers, nor will it materially affect the pay-in-advance list.

"At the combined prices usually obtained for two weeklies, a country and a city, the country paper receives less than \$1 a year, so that on every subscriber taken at the club rate, the country publisher loses a certain amount. But, the city publisher will say, 'See how many new subscribers you get, and how well your list is paid up.' This may be good in theory, but it is bad in practice. Further than this, the country publisher finds himself working in the interest of the paper he is clubbing with more than his own, for an arrangement of this kind entered into for one year has to be continued. If I offer two papers this year at little more than the regular price of one, I must do so next year, and the year after, and so on: for a good many subscribers otherwise would conclude that if I asked the full price for my own alone, I should be able to cut the price just in half of what it was under the clubbing arrangement. If a paper is sufficiently meritorious to stand by itself, it will, I believe, fare better in the long run than by clubbing, and, indirectly, undermining its own constituency. A paper that has gained a foothold in a community does not need the assistance of a club rate either to secure renewals or prepayments. I am a firm believer in every business standing upon its own legs, and when a paper clubs, it is trying to stand upon the legs of another.

"I will admit that it is sometimes advisable to club: that it sometimes increases the subscription list; that it may swell the treasure chest a trifle, but I do not believe it does these things often enough to warrant all publishers in clubbing.

"The newspaper territory is pretty well covered at present. Suppose that all the Liberal papers in this section availed themselves of the clubbing offer of The Globe; how many new subscribers would it bring to each one. I am afraid, not very many

--and yet the offer is a liberal one. The only advantage I can see at all—in the light of experience—is that a few more would pay in advance, and much as every publisher would like to see his list all paid up, it can be done at too great an expense to be of any advantage."

Mr. Andrew Pattullo, of The Woodstock Sentinel-Review, writes: "As to clubbing, I believe that any country weekly or daily which clubs with other papers is simply cutting its own throat. In common with a good many other publishers who realize this, I have resolutely refused the most tempting clubbing rates that have been offered me. Once we start to club with outside papers, ideas as to the value of our own are so completely demoralized that we cannot tell what the future will be."

Jas. S. Brierley, of The St. Thomas Journal, gives his opinion as follows:

"In the struggle for existence the Toronto dailies have been pushed so close to the wall by the weekly editions of the local dailies that they have been compelled to reduce their price to thirty or thirty-five cents per year, a sum which barely covers cost of white paper. The average man, I think, has little idea of how quietly and persistently an influence has been at work for the last ten years, pulling the circulation of the metropolitan weeklies up by the roots, and planting in its place local papers. The growth of the local daily has made it possible to issue in almost every county town a weekly capable of competing on an even keel with the Toronto weeklies. The consequence has been that the latter's circulation has dwindled, and as advertisers found their returns diminishing they have ceased using the Toronto weeklies. The decline in advertising patronage has been so great that Toronto publishers have decided that they must sell their weeklies at cost, in the hope of thereby securing a circulation which would hold their advertising."

"These Toronto publishers are endeavoring to make the local papers a channel for increasing their circulation. They have induced many a local publisher to offer his paper combined with a Toronto issue for one dollar a year. This answers the purpose of the Toronto publisher, but what about the local man? The trend of events was throwing the general advertising into his paper. He now, by increasing the circulation of the Toronto paper in his vicinity, is helping to make it possible for the general advertiser to reach his constituency through the Toronto journals. Again, he is giving his readers too much for a dollar. If they get two papers for one dollar this year, how can the local man expect them in the future to be satisfied if he offer them but one paper at the same price. For these very obvious reasons I consider the clubbing system most pernicious, besides being little calculated to advance the interest of the local publisher. There is a certain constituency which is his to have and to hold, if he but does his duty by it. To catch readers within this bailiwick it is not necessary to bait his hook with a Toronto weekly. Any subscribers he may secure outside this district are hardly worth fishing for, my experience being that it costs every cent that the local publisher receives from a subscriber at a distance to secure that subscriber. In a word, I am absolutely convinced that there is nothing but loss and trouble in the clubbing system for the local publisher, and that his success and his profit depend entirely upon the care which he bestows on that field which is naturally his. When he goes outside this field he increases his expenses, dissipates his

energies, makes no gain in his subscription account, and commands no higher price for his advertising space.

"I should say that for the convenience of a few subscribers we act as agents for some of the leading papers, but as we exact the full price of these papers we do very little business along this line."

R. C. Hamilton, of *The Pictou Standard*, after going into the matter carefully and watching its results for two or three years, has come to the conclusion that clubbing does not pay unless there is a large margin of profit in the paper which a publisher offers with his own. Mr. Hamilton takes *The Montreal Weekly Star*, which he considers the most popular of the weeklies, as an example. He offered it and his own paper at \$1.25; 50c. for *The Star* and 75c. for his own. He secured a

good number of subscribers. Very few of them paid in advance, but *The Star's* terms were cash in advance, so that he had to pay subscriptions out of his own pocket. With a large list like *The Star's*, numerous errors must and do occur in the mailing lists. He had frequently to write *The Star* two or three letters about this. Then he had to write the same number to impatient subscribers explaining that he had paid *The Star* and that they would receive their copy in due time, or it might be that the date was wrong. Last season he found he was actually out of pocket about \$3, not to mention the time spent in correspondence.

He does not find that it increases his own circulation, though he adds many names to the lists of the big weeklies and magazines. There might be a profit in *The Mail*, which was offered to him this year at 30c.



#### THE VICTORIA TIMES.

**A**WAY on the western coast of Canada, even in its most westerly city—Victoria—they have enterprising and go-ahead newspapers. The *Victoria Times* is one of the leading papers in the west. It has recently erected for itself a new building at No. 26 Broad street. This building is handsome in design, modern in appearance, and well built, with a pressed brick front.

The *Times* was established some ten years ago in an office on Government street, but for eight years it has been housed on Yates street. Its new quarters are much more modern, much larger and more imposing.

The business offices are located on the ground floor, as is the manager's private office. The remainder of this floor is

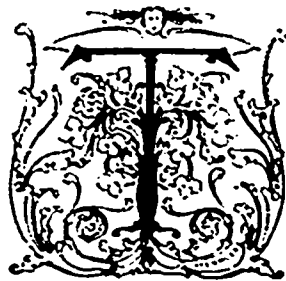
taken up with the two big presses, the folder and the engine and boiler. The editorial department occupies three front rooms on the first floor, and the rest of this floor is the composing room, where are found the four Mergenthaler Linotypes, which they have successfully used for nearly two years.

The second floor will be occupied by the *Victoria Lithograph Company*, which will have the entire floor to itself, giving more than enough room for art room, press room and office.

The proprietors of this growing daily of 8 pages and weekly of 16 pages are *The Times Printing and Publishing Co., Ltd.* Wm. Templeman is managing editor, and Robert Houston editor. Under this management the paper is flourishing, and gives abundant promise of a great future.



#### CHEAPER NEWSPAPERS.



**H**ERE is no business in the world where the expenditure increases in an inverse ratio to the revenue as in that of publishing a daily newspaper. Each succeeding year the cost of a modern daily's news service increases, while its revenue fails to expand in the same proportion. Nowhere is this more the case than in Montreal,

owing to the limited English speaking constituency there, and as a result of it very few of the papers are realizing the same profits that they did a few years ago, while some have hard work of it to hold their own. Eight or nine years ago their circulation was nearly as large as it is now and their rates for advertising nearly as good, yet their expenditure was almost fifty per cent. less. The natural result of this was that money invested in newspaper properties paid much higher dividends than they do now. In fact there were papers in Montreal then which easily paid eight and ten per cent., that to-day do not yield a return of  $\frac{1}{2}$  or even  $\frac{1}{3}$  that amount. In the seventies and early eighties it took about one quarter the staff that it does to get out a daily paper. There was perhaps an editor, telegraph editor, city editor, one or two reporters and a proofreader. The local news consisted simply of reports of a few meetings

and some local incidents gathered hap-hazard, the telegraph service was a modest affair, and the paper was not anything like the size it is now. To-day, instead of an editor and two or three other men, there are five or six departments, which each require that many or nearly so. The editor-in-chief has to have two assistants at least as well as a leader writer; there is a finance and trade department, a city department, a sporting department, and a telegraphic and outside news department. The city editor has to have a large staff of reporters, who cover the entire city systematically; the sporting editor sees that all events of that nature are covered, not only in the city proper, but anywhere else where there are happenings likely to be of interest to the readers, while the financial and market reports have to be full and comprehensive. The regular telegraph service supplied by the news associations has to be supplemented by special correspondence from every point of the compass; in a word the news supplied has more than quadrupled in volume, and to gather up and arrange this vast amount of matter, as any thinking person will admit, means a vast amount of money, indeed, the figures are really surprising. This means that proprietors have been going deeper into their pockets every year without any material return. In fact, with the exception of one evening paper, the average circulation of the Montreal dailies is not over 10,000. Now it is a well-known fact that advertising rates



depend on the circulation, and the discovery of some method to increase it is the problem that is bothering the brains of newspaper proprietors in Montreal. The Herald some time ago reduced its price to one cent, and though the effect is not very marked as yet, the expectations are that it will result in something later. To issue a paper like The Herald and sell it at one cent means a loss of about  $1\frac{1}{2}$ ¢ on every paper sold. This loss has to be made up out of increased advertising patronage at better rates, secured through the medium of the large circulation hoped for from the reduction in price. The Herald people announce their determination of pushing the affair to an issue, and signs are not wanting that its morning rival, The Gazette, will follow suit. In recent years also the morning papers in Montreal have had a monopoly of supplying sporting news, which as everyone knows sells a great many papers. Of late, however, their field has been seriously cut into by the publication of a late evening edi-

tion on Saturday—the big sporting day—by The Star, and the issue of two Sunday morning papers, both of which make a special feature of Saturday's sporting events. The morning papers have felt this materially, and yet have been compelled to keep on putting their hands into the treasury if they do not want to fall behind the procession. All these influences combine to turn their proprietors' attention more and more to the circulation department, and they have been experimenting with different schemes to increase it, without much apparent result so far. The Herald at present, in addition to selling for one cent, handles its own street sale; that is, it does not sell its papers to the newsboys, but pays them a weekly stipend. Whether this has materialized in an increase in revenue is difficult to say, but it is problematical, as there must be additional expense attached to this method. This competition is naturally being felt by The Gazette people, and it is quite likely that they will follow shortly with new developments on similar lines.



#### COPYRIGHT MATTERS.

##### A SUGGESTED AMENDMENT TO THE ACT OF 1889—FACTS AND FIGURES.

**A**LTHOUGH this journal has always maintained, and still maintains, that a new Canadian Copyright Act is necessary, and that if the Act passed on May 2nd, 1889, were enforced, much good would be done, yet it does not believe that the Act is a perfect Act. Few Acts of any legislature are found to work out as satisfactorily as their framers wished, and only close and continuous study reveals this defect.

There is one section that might be amended, and that is section 3, and especially sub-section 2. Section 3 grants the right to any person domiciled in Canada to obtain a license to reprint, publish or produce any work not copyrighted in Canada, but published elsewhere. Sub-section 2 says: "A license shall be granted to any applicant agreeing to pay the author or his legal representatives a royalty of ten per cent. on the retail price of each copy or reproduction issued of the work which is the subject of the license, and giving security for such payment to the satisfaction of the Minister."

This section gives the right "to any applicant," and thus a publisher of a newspaper could get the right. Now, the ten per cent. of the retail price might mean ten per cent. of one cent, two cents, or five cents, according to the price, if a newspaper publisher chose to publish an important novel in one issue of his paper, or if he choose to publish a sheet of music, a popular song, etc. That is, any publisher of a newspaper, or a publisher of a cheap monthly or weekly magazine or story paper could publish the most valuable pieces of music or the most valuable novels by paying a ten per cent. royalty on the retail price of their paper. This royalty would be a mere trifle for an author, yet it would spoil his chances of an even greater royalty to be derived from an issue by a publishing firm at a respectable price, because once a new song or new book has been published at 5 cents or even 10 cents, a publisher would not feel justified in putting a decent 50 cent or \$1.00 edition on the market.

The gist of the whole matter is that the ten per cent. is a good percentage if there was a limit below which the retail price could not be placed. This would be effected by making the

minimum royalty on a sheet of music two cents per sheet and on a book five cents per copy.

Music publishers in Great Britain have complained that the law did not guard them sufficiently, and it can be conceived that an advertiser of soaps might get out an advertising circular in which is a popular piece of music, issued under licence from the Government, and who could say what is ten per cent. on the retail price of an advertising circular? Hence, to make the minimum royalty on a sheet of music two or three cents would be to prevent any free distribution of popular music by a pink pill firm or a soap manufacturer.

The British author and publisher are afraid of Canada's Copyright Act, and hence have brought pressure on their Government, which overrules ours, to prevent the said Act from being enforced. As Canada is not trying to secure a legal way to steal from Great Britain, every reasonable safeguard that will allay these fears should be adopted from politic reasons.

#### NEW LIGHT.

Some journals and writers have been discussing the question in a very general way, avoiding facts as much as possible. This, PRINTER AND PUBLISHER deems, with all due deference, to be utterly useless.

The first fact to throw new light on the question is a letter from the Dominion Government Statistician in reply to a letter from the publishers of this journal.

#### [COPY.]

"Mexico.—In answer to the McLean Publishing Co.'s letter, enquiring 'What moneys have been collected since 1867 under the law that reprints of English copyright publications shall pay a royalty of  $12\frac{1}{2}$  per cent.?' I find that:

"1st. From July 1st, 1867, to June 30th, 1893, the total amount collected as royalty on reprints of English copyrights imported into Canada is \$24,572.

"2nd. This money was paid over to the British authorities from time to time, at first by the Finance Department, and since 1879 by the Auditor-General.

"3rd. The Customs official report does not separate the amount collected on copyright music from that collected on copyright books.

(Signed) "GEORGE JOHNSON  
"Statistician.

"Department of Agriculture,  
"Ottawa, Oct. 30th, 1894."

Those who claim that the 10 per cent. royalty collected from publishers under the new Act is a visionary royalty are pointed to this letter. Moreover, the royalty of 10 per cent. being collected from one person instead of perhaps ten or twenty, as in the present case of the 12½ per cent., would, other things being equal, be more easily and more fully collected. If the publishing were done by one or two of the most reliable publishing houses in Canada, their sworn returns would bring in much more revenue than collecting 12½ at a thousand ports of entry. PRINTER AND PUBLISHER ventures the assertion that the 10 per cent. would amount to as much in five years from the enforcement of the new Act as 12½ per cent. has from 1867 to 1893. And this is a most moderate estimate.

SOME FIGURES.

The value of the books imported is shown by the following figures:

1893.	Value.	Duty.
Books printed, periodicals and pamphlets . . . . .	\$689,529	\$102,919.97
British copyright works, reprints of . . . . .	13,130	1,968.56
Music, bound or in sheets . . . . .	28,658	6,314.86
1892.		
Books printed . . . . .	692,995	103,520.00
British copyright works, reprints of . . . . .	20,263	3,049.56
Printed music . . . . .	32,456	6,201.25

These figures show that the duties of 12½ per cent. and 15 per cent. are collected on reprints of British copyrights every year. They also show that the quantity of books imported into Canada is very considerable, and that in spite of the fact that the price of many British editions is so high that the consumption in Canada is necessarily very limited.

Still, averaging the price of books imported at \$1, and the weight of each book at a pound and a half, it will be seen that about a million pounds of paper are imported into this country every year that should be made here. Canadian paper makers are losing the profit on this.

Averaging the price of the books again at \$1, there are some 700,000 books imported. Supposing one-half are bound in cloth and one-half in paper, the printing and bookbinding of the cloth books is worth 40 cents a copy, or \$140,000 for the year's importations, while the paper books are worth 8 cents a copy for the same work, or \$28,000 for the year's importations. Thus the total outlay in bookbinding and printing is some \$168,000. This goes into foreign labor, not Canadian.

But these estimates are purposely low. A fair estimate of the part of the \$700,000 value of books imported, which is made

up of raw material, printing and binding, would place it at over \$500,000. This amount of money distributed yearly among Canadian printers, bookbinders and paper makers, would be a great impetus to business. The new Copyright Act would do part of the necessary changing, and hence Canadians are naturally anxious.

THE CANADIAN ASSOCIATION.

A meeting of the Copyright Association of Canada was held on November 10th, in Room A, Board of Trade building, Toronto.

Among those present were: J. Ross Robertson, president; R. T. Lancefield, secretary; A. S. Irving, Toronto News Co.; George Maclean Rose and Daniel A. Rose, Hunter, Rose & Co.; H. L. Thompson, Copp, Clark Co.; T. E. Moberly, T. G. Wilson; E. Whaley, Whaley, Royce & Co.; R. L. Patterson, Miller & Richard; F. J. Campbell, Canada Paper Co.; Guy F. Warwick and A. F. Rutter, Warwick Bros. & Rutter; W. H. Billings; T. D. McAinsh; James Murray, Murray Printing Co.; Hugh C. McLean, McLean Pub. Co.; Wm. Bryce; J. T. Johnston, Toronto Type Foundry Co.; James Bain, Jr., Librarian Public Library; Francis Brown, School of Oratory.

Mr. Robertson, in opening the meeting, laid the present state of the Canadian copyright law very fully before the meeting, showing how Canadian interests were suffering under the operation of the present copyright law, and urging on the meeting that decisive action be taken to strengthen the hands of the Government in their demand for justice to Canadian publishing interests.

Mr. Lancefield, the secretary, followed, speaking strongly on behalf of Canadian interests. He quoted instances showing how United States publishers were securing entire control of the Canadian market by insisting on British publishers refusing to sell to Canadian booksellers, and also where British publishers refused to sell plates so that Canadian publishers could issue Canadian editions for the Canadian market.

A very lively discussion ensued, which was participated in by Messrs. Daniel A. Rose, A. F. Rutter, A. S. Irving, R. L. Patterson and others.

The outcome of the discussion was that a committee was appointed to cable a message to Sir John Thompson, in London assuring him of the support of the varied interests represented in the publishing business in Canada in his contention with the British Government for the right of the Canadian Parliament to legislate on copyright.

The following officers of the association were re-elected by a unanimous vote: President, J. Ross Robertson; vice-president, Daniel A. Rose; secretary-treasurer, Richard T. Lancefield. A council which will deal with matters affecting the association was appointed as follows: A. F. Rutter, D. T. McAinsh, R. L. Patterson, James Murray, Albert Nordheimer, A. S. Irving.

The meeting was most hearty and enthusiastic, and augurs well for the outcome of the struggle on this most important question.





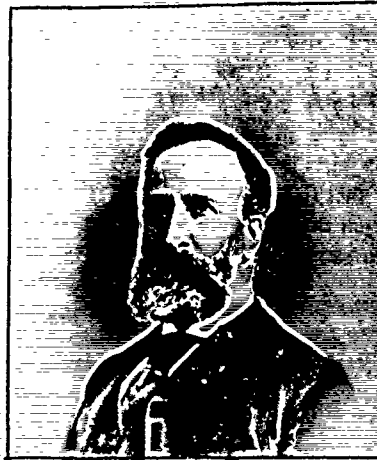
## THE CANADIAN MAGAZINE.

THE success attained by The Canadian Magazine in the short period that has elapsed since its first appearance in the early part of 1893 has attracted the attention not only of the literary public, but of printers and publishers, who know the difficulties that beset the establishment of a venture of this kind. We have had many attempts in secular magazine literature since the days of the old North American in the fifties, down to the ill-fated Dominion Magazine, but they have been short lived except the old Canadian Monthly, an excellent magazine which, despite the frequent vicissitudes of the firms which issued it, as a part of their general business, and hence, perhaps, did not give it the attention necessary to ensure success, held the field for a dozen years though with financial loss to its owners. The Canadian Magazine has profited by the mistakes hitherto made. Its original organization and the editorial ideal preserved is the result of a journalistic judgment which from a very large and varied experience and close acquaintance with the country, as well as from that natural insight which is very difficult to define, is in touch with the tastes of the constituency to which the magazine is designed to cater. The company is composed largely of well known men, prominent in politics, manufactures and the professions; men whose standing inspires confidence. The stock is held about equally between the two great political parties, and no touch of party bias has been shown in the somewhat difficult task of showing fair play to the very opposite views expressed by political writers in the pages of the magazine. In its ideal the magazine has chosen a plan of its own, adapted to the editorial conception of the field to be occupied. The discussion of literary subjects receives but moderate attention, a limitation, probably

wisely made, for Canada is yet a young country, and perhaps only a small proportion of even our university graduates care much for literature, in the limited application of that term. Nor does the magazine choose the very light vein, in which it would have to face the formidable competition of several American magazines of superior art and with a larger command of graceful writers of light literature. It appeals to the thought and broad taste of a large, though limited, section of our population—the thinkers and the leaders of thought and generally of enterprise in every part of the Dominion and by the attention it gives to Canadian subjects, it meets a felt want in Canada and controls a field almost exclusively its

own. And while strongly marked in its nationalism, it yet is sufficiently cosmopolitan to receive very high encomiums from American journals, some of which pronounce it second in the nature of its reading matter to no magazine on the continent. This is possibly owing to the fact that the magazine does not cater to special classes, but publishes articles which are more or less of interest to every one of its readers. There is this fact,

too, in favor of the magazine. Since the last great attempt at establishing a magazine in Canada, the number of graduates of our colleges and schools has multiplied several-fold, while there has been a very large increase in the population of our cities and towns—the communities naturally in which the circulation of a magazine is more easily pushed. The absence, too, of provincialism in the articles published, is a factor in the success of the magazine. It is not an Ontario publication, but is impartially a Dominion one, truly national in every respect.



HON. J. C. PATTERSON.

The composition of the company and its board has been especially well calculated to inspire confidence in both subscribers and advertisers. The large amount of advertising secured has, notwithstanding the value which the pages of a magazine possess for many classes of goods, surprised many of our publishers, and is a source of ready revenue which those most familiar with the trade know best how to appreciate.

All in all, the success thus far of The Canadian Magazine is phenomenal considering the fact that previous failures to establish magazines in Canada had created so much timidity amongst moneyed men that the task of raising enough stock to even launch the magazine was arduous in the extreme.

Now that the magazine has attained a position in which it earns more than its expenditure, the original moderate capital contemplated is being taken up, in some cases by gentlemen who originally would not make what they considered so risky an investment, and preparations have been made to push the circulation of the magazine and to otherwise improve its appearance. With a magazine maintained so well, notwithstanding the handicaps which naturally pertain to a publication of the kind at so early a stage in its career, true Canadians must heartily sympathize and should extend to it a liberal support.

The name of the Hon. J. C. Patterson as president of the company speaks well for it and also for him. It shows that Mr. Patterson is a thorough Canadian at heart, and is anxious to encourage the growth of a national literature and a deep-rooted patriotism which will be the springs of future national progress. Mr. Patterson is a well-known and vigorous parliamentarian, having entered the Ontario Parliament in 1875 and the Dominion House of Commons in 1878. For several years he has been a member of the Dominion Cabinet and at present is Minister of Militia. He is regarded as the leading member from Ontario, and for years has been president of the Ontario Conservative Union, a position he assumed at the personal request of the late Sir John A. Macdonald. Although an Irishman by birth, Mr. Patterson has been an estimable citizen of the country of his adoption.

Hon. Thos. Ballantyne, vice-president, is a well-known politician and parliamentarian, whose efforts have been confined to



HON. THOS. BALLANTYNE.



JOHN F. MORRISON, M.A., M.D., PH.D.

the Ontario Parliament. He has occupied the perhaps highest position and without doubt the most judicial position in that House. For many years he has been Speaker of the Chamber, showing that he possesses in a marked degree the confidence of both political parties. Mr. Ballantyne is a man of broad culture and liberal views, and his connection with the magazine is greatly to its benefit.



DR. MULVEY.

one of the associate editors of The Dominion Medical Monthly. He is a member of a number of medical societies, before which, at different times, he has read papers. On several occasions he has lectured to the Ontario Undertakers' Association on sanitary questions.

Dr. Ferguson, together with Messrs. Mulvey and Wylie, and the editor and business manager form the Executive.

Mr. Mulvey is a young barrister who took a splendid course at the University of Toronto, graduating with a gold medal. For some time after graduation he was a fellow of the university.

he afterwards took his barrister and solicitor certificates. Now he is senior member of the legal firm of Mulvey & McBrady. He finds time outside of business hours to cultivate his scientific and literary tastes.



DR. WYLIE

Dr. Wylie is a native of Toronto, but for a time practised in the County of Simcoe, and for eight years represented the West Riding of that county in the Ontario Legislature. In the fall of 1891 he returned to Toronto from Stayner, and now lives at 685 Spadina avenue. He is Grand Medical Examiner of the Sons of Scotland.

The editor, and virtually the founder, of the magazine is James Gordon Mowat, an experienced and capable journalist. Mr. Mowat aimed at establishing and maintaining the journal on practical lines and with the able assistance of his business manager has succeeded. Mr. Mowat was born at Galt in 1851, taught school for a time, and entered journalism in 1874. For six years he ran The Galt Reformer, but, owing to ill health, gave it up and became special correspondent and editor of The Toronto Globe, which position he held for five years.

His political experience has been very considerable, and many a county election campaign has he organized. But since 1887 he has taken no part in politics, on account of want of sympathy with his old party's policy. Mr. Mowat has made a special study of meteorology, and has delivered important addresses on the practical application of knowledge of climatology to agriculture. He is an authority on Canadian climatology, and his articles have a European reputation.

The business manager, Mr. T. H. Best, is a live and careful student of the best means to run a successful paper. Earnest and energetic, he has succeeded in placing more advertising for his magazine than ever entered the brain of the most enthusiastic of those who aided in the founding of the magazine. The success has been something extraordinary. Mr. Best's early business experience was gained in Collingwood in the dry goods business, and he was also in business in Toronto for some time. It is to this training that he owes his appreciation of the necessity of promptness and energy in the management of any business, and especially in the publishing of a paper or a magazine. Gentlemanly and courteous, Mr. Best's popularity has aided very materially in gaining the goodwill of the advertising public. He is now working out several reforms in the management whereby the subscription list will be more thoroughly worked up, and the general success of the magazine will be improved.



J. GORDON MOWAT.

The two other directors not on the Executive are Mr. E. Stewart, surveyor, and Dr. Bentley. Both are patriotic citizens, and Mr. Stewart has also made some very valuable contributions. Besides these gentlemen there are many other patriotic citizens who have aided this enterprise by their countenance or contributions, and have now the pleasure of knowing that under careful management The Canadian Magazine promises to be a financial success.

**CHANGES IN TORONTO.**

Since the death of the late W. A. Shepard some changes have taken place in the firm with which he was connected. Mr. Richard Southam, son of the president of the Mail Job Printing Company, has become its manager, assisted by Mr. Norman, who has been connected with the business for twelve years.



W. A. SHEPARD.

Mr. Shepard's sons have gone out and started for themselves as Shepard Bros. & Co. at 67 Adelaide west. The members of the firm are Geo. Shepard, M. W. Shepard and Fred Perry. The latter was previously connected with the Salvation Army printing office. The new firm have a new Cranston, a Campbell, two Gordons, a W. & B. cutter and a Hickok steam power paging machine. A six-roller Hoe and another Cranston will shortly be added. The wood type came from the Hamilton Mfg. Co., Two Rivers, Wis.

### THE NEXT MEETING OF THE O.P.A.

TO BE A REUNION OF JOURNALISTS AND EX JOURNALISTS TO BE HELD ABOUT FEBRUARY 6TH AND 7TH.

**A**N Eastern Ontario city journalist, on being asked the other day why he did not attend the meetings of the Canadian Press Association, said that they were at one time not valuable enough for a busy journalist, but that he noticed they had been improving of late and that he would probably attend the next.

There are any number of important questions to be discussed, and it is expected that these discussions will be led by men who are competent to show difficulties and point out the way of reform. The value of the association grows more apparent as each year rolls around.

The membership of this body was never larger than it is now, and the meeting in February will, it is expected, mark an epoch in the history of the attendance.

Besides the usual business and the papers and discussions, it is proposed to hold a social reunion of the journalists and ex-journalists of the Province. President Preston has been working on a list of the latter for some time and it is published herewith. Members of the association are requested to supplement it by sending any names omitted to the secretary.

#### BY COUNTIES.

**BRUCE.** M. McNamara, collector of customs at Walkerton, formerly editor Bruce Herald.

**HASTINGS.** E. Mills.

**DURHAM.** George M. Furdy, manager of the Midland Loan Association.

**GRUY.** E. Todd, J. Laing, Owen Sound.

**YORK.** H. D. Lundy, of Aurora; Thomas Radcliffe, Newmarket.

**BRANT.** H. Lemon, Brantford.

**ESSEX.** Stephen Lusted, city clerk; T. M. White, Windsor; Squire Richmond, Harrow.

**ONTARIO.** J. S. Larke, World's Fair commissioner, Ottawa.

**NORTHUMBERLAND.** Hon. W. MacDougall, Cobourg.

**PERTH.** William Buckingham, the pioneer journalist of Manitoba; W. Mowat.

**PETRIOROUGH.** John Carnegie, formerly publisher of The Review.

**LEEDS AND GRENVILLE.** John McMullen, John A. MacKenzie.

**HURON.** Thomas Holmes Wingham.

**WELLINGTON.** John Smith, bookseller, Guelph.

**LAMBTON.** W. K. Gemmill, Sarnia; Lowrey Bros., Petrolia; M. Mott, Alvinston.

**MIDDLESEX.** Hon. David Mills, for a time editor of the London Advertiser. Stephen Blackburn, registrar, West Middlesex, formerly associate proprietor and editor London Free Press. Sheriff D. M. Cameron, of Middlesex, ex-M. P., formerly on London Free Press, and also on Toronto Globe.

**VICTORIA.** Joseph Cooper, S. T. Fox, Lindsay; W. Stewart, Hahiburton.

**KENT.** Rufus Stephenson, ex M.P., customs collector; W. E. Hamilton, B.C., Col. Bishop, U. S. Consul, R. A. Hughes, weights and measures inspector.

**WINDSOR.** A. T. Freed, inspector of weights and measures, Hamilton; W. Grayson, of Dundas, formerly editor of The Hamilton Times.

**SIMCOE.** - Col. O'Brien, M.P., Shanty Bay, formerly editor of Barrie Advance; J. A. Cull, Orillia; S. B. Benson, Orillia; Lieut.-Col. Hogg, town clerk, Collingwood; A. C. Osborne, Penetanguishene; P. H. Stewart, Barrie; A. Scott, Barrie.

#### DOMINION CIVIL SERVICE.

Martin J. Griffin..... Library, Parliament.  
A. M. Burgess..... Department Interior.  
Hon. Wm. Macdougall.... Ottawa.  
Douglas Brymner..... Archivist.  
George Johnson..... Statistician.  
E. J. Toker..... Census Department.  
Alex. McLean..... Montreal Herald.  
Hon. Mr. Bowell.....  
N. F. Davin, M.P..... Regina.  
James Somerville, M.P..... Dundas.  
J. L. Payne..... Trade and Commerce Department.  
James Johnston..... Russell Hotel.  
Hon. C. H. Mackintosh... Lt.-Gov. N. W. T.  
Dr. G. B. Bradley..... Chief of Hansard.  
A. C. Campbell..... Hansard.  
Albert Horton..... Hansard.  
Oscar McDonell..... Ottawa.  
L. A. M. Lovekin..... Ottawa.  
J. W. Dafoe..... Editor Montreal Herald.  
Wm. Cuzner..... Ed. and Prop. Hull, Que., Despatch.  
James Harper..... Montreal Witness.  
A. R. Carman..... Editorial writer, Star.  
J. A. Garvin..... Editorial writer, Herald.  
J. E. B. McCready..... St. John, N.B.  
J. T. Hawke..... Transcript, Moncton, N.B.

#### PROVINCIAL SERVICE.

G. R. Pattullo..... Registrar, Oxford.  
Arch. Blue..... Commissioner of Mines.  
G. E. Lumsden..... Assistant Provincial Secretary.  
W. T. R. Preston..... Librarian Legislative Assembly.  
J. K. Stewart..... Provincial Inspector of Licenses.  
Thos. McGillicuddy..... Department of Agriculture.  
Frank Yeigh..... Department of Crown Lands.  
Wm. Houston..... Inspector Teachers' Institutes.  
D. J. O'Donoghue..... Registrar Statistics.  
Col. Clarke..... Clerk Legislative Assembly.  
Rev. Wm. Inglis..... Assistant Provincial Librarian.  
J. I. McIntosh..... Department Provincial Secretary.  
W. J. Vail..... Department Provincial Secretary.  
L. K. Cameron..... Queen's Printer.  
Robt. Matheson..... Principal D. & D. Institute, Belleville.  
A. H. Dymond..... Principal Blind Institute, Brantford.  
B. Way..... Bursar Hamilton Asylum.  
Gordon Brown..... Clerk Surrogate Court.  
E. E. Horton..... Official Court Reporter.  
Alex. Crawford..... Official Court Reporter.  
C. D. Barr..... Registrar, Victoria.  
A. J. Donly..... Registrar, Norfolk.  
Avern Pardoe..... Crown Lands Department.  
Alex. Matheson..... Bursar D. & D. Institute, Belleville.  
J. J. Kelso..... Superintendent Neglected Children.  
W. H. Higgins..... Department Provincial Secretary.  
W. Watt..... Sheriff Co. Brant.  
Alex. McLaren..... Crown Lands Department.  
Chas. Lindsay..... Registrar, Toronto West.  
W. R. Gemmill..... Local Registrar High Court, Sarnia.  
Thos. W. Gibson..... Bureau of Mines.  
Jno. Burns..... Printer D. & D. Institute, Belleville.  
Geo. Barden..... Stipendiary Magistrate, "Soo."  
W. P. McEwan..... Division Court Clerk, Almonte.  
Thos. Pollock..... License Inspector, Cornwall.  
Gaspard Pacaud..... License Inspector, Windsor.  
E. F. Stephenson..... License Inspector, Bracebridge.  
Wm. Ireland..... License Inspector, Parry Sound.  
Wm. Climie..... License Inspector, Listowel.  
G. W. Ross..... Minister of Education.  
D. J. Snelgrove..... Gaoler, Cobourg.

## TORONTO LIST.

E. F. Clarke .....	Ex-mayor.
R. Tyson .....	Superior Court Reporter.
T. Bengough .....	County Court Reporter.
A. Horton .....	Hansard.
A. C. Campbell .....	Hansard.
J. Gordon Brown .....	Surrogate Clerk.
T. C. Pateson .....	Postmaster.
T. W. Anglin .....	(nondescript).
E. P. Roden .....	City Hall.
Chas. Matthews .....	City Hall.
Thomas White .....	City Hall.
R. W. Clewes .....	City Hall.
H. J. Hill .....	Sec. Industrial Exhibition.
J. H. Menzies .....	Accountant.
W. G. Eakin .....	Librarian Osgoode Hall.
William Houston .....	Lecturer.
John King, Q.C. ....	Barrister.
Prof. Goldwin Smith .....	Toronto.
Henry Hough .....	Lithographer.

**THE EMPIRE TAKEN OVER BY A SYNDICATE.**

SOME important changes are taking place in the affairs of *The Toronto Daily Empire*. The ownership of the paper is passing from the hands of about 600 and odd shareholders into a financially strong syndicate composed of Senator Sanford, W. R. Brock, Lt.-Col. John I. Davidson, Sir Frank Smith, Thomas Long, Warring Kennedy, Toronto; R. A. Lucas, Hamilton; A. F. Gault and D. Morrice, Montreal; Capt. Murray, St. Catharines, and several other prominent Conservatives. They are taking over the unpaid stock and paying up the balance of the calls. In some instances shareholders who have paid in full have transferred their stock to the syndicate. It is also probable that they will take up sufficient of the unsubscribed stock to give them a majority vote. This syndicate has come to an understanding with Sir John Thompson and the members of the Government, who are paying up and transferring their own stock and using their influence to get other shareholders to do the same. The syndicate in turn agrees to put the paper on a paying basis. It is probable that some changes will be made in the directorate. Figureheads will be replaced by business men, and Mr. Creighton, the managing director, will be given a freer hand than he has had in the past. If conducted on the proposed lines the paper should be made a success.

**WRITE YOUR OWN EDITORIALS.**

Never let an outsider write editorials for your paper. Even though you be ill, necessarily away from home, or from other cause kept from your office, if the editorials cannot be furnished inside the establishment of your own family, let them go unwritten.

It matters not how learned or devoted the friend who would perform the service, do not admit him to the sacred precincts of the editorial department. The outsider never recovers from the glory of writing an editorial for somebody's newspaper.

As soon as the paper is issued he imparts the fact in confidence to all his friends and never ceases to tell it to the day of his death. The relation of it always carries with it two inevitable implications—his own ability and the lack of ability of the editor.

The incident loses its value unless it is made to appear that the editor called upon the outsider because he thought the latter

could do it better than he could do it himself. When the public discovers that you allow other people to write your editorials they will never again give you credit for any meritorious work you may do.

When a good thing appears in your editorial columns it will be ascribed to some one else. There is a strong disposition on the part of the public to withhold from an editor credit for his good editorials. It rejoices to wink its eye knowingly when a bright editorial appears in the local paper and say that "the editor didn't write it."

The outsider thinks he can write editorials, but he cannot. In the effort to masquerade behind the "we" he always makes a mess of it. If the town school teacher, or lawyer, or doctor, wants to write editorials for you, tell him he can do so when he will let you teach his school, or try his cases, or perform his surgical operations, but that he can only do your work on condition that you swap jobs. *Missouri Editor.*

**THE REPORTER'S FUNCTION.**

NO one can deny that the reporter's position is a difficult one to define. The Canadian Manufacturer, speaking of the reporters at the Westwood trial, remarked:

"These reporters made themselves so obnoxious by their impertinent intrusions upon the privacy of the sorrowing family that they had to be expelled from the house. In such occurrences the presence of a good heavy, thick-soled boot on the foot of a healthy athlete should be in attendance and made to vigorously perform a necessary duty."

The Telegram says that they were unjustly expelled, as while the coroner's jury were viewing the body the house was a public court room, and hence the reporters need not have retired unless they wished.

The Telegram adds: "The Canadian Manufacturer ought to know enough to keep from raving nonsense about reporters. Reporters are merely the servants of forces greater than themselves. They have to act in harmony with the spirit of the paper that employs them. It is a matter of duty and bread and butter with the reporter. Personally he is not interested in the funeral of this man, the wedding of that woman, or the murder of the other boy. What people insist in regarding the impertinence of a personal curiosity is adherence to a duty which he must discharge. People whom the reporter has to run up against might remember that the duty is as disagreeable to him as it is to them. If more people recognized this and acted towards the reporters with common sense and decency, they would have fewer grievances against a class that has grievances enough against individuals they are driven into contact with in the service of public curiosity."

The Mount Forest Reporter says: "Mr. Will Ewart, of The New York Herald staff, who served as an apprentice in The Reporter office, succeeded last week in breaking the fast record at composing with the type-casting machine, having set 58,000 ems in eight hours. This is more than seven times faster than type can be set by hand for the same length of time. This month Will expects to compete at Denver for the championship of the world in his line. Go in, William, and show the Yankees that the Canucks can do it."

**CRAFT GOSSIP.**

It is said that a joint stock company with \$50,000 capital will be formed in Hamilton to continue the publication of The Royal Templar. Already \$30,000 of the amount has been subscribed.

Collingwood is soon to have a daily paper.

Manitoba has a new paper The Holland Observer.

The Stratford Herald has a \$10,000 libel suit in prospect.

Dolson & Palmer, printers, are opening business in Winnipeg.

The Dufferin Post is now an eight-page paper, and as snappy as usual.

The village of St. George, Ont., has a new paper called The Sentinel.

Frank Morrison, printer, Schomberg, has sold out to Mills & Brown.

Warden Lavelle has withdrawn his libel suit against The Montreal Witness.

Chas. Hamlyn, Toronto, is the new city editor of The Woodstock Sentinel Review.

A department of journalism has been introduced into the French University at Lille.

R. W. Shannon has been elected chairman of the Press Committee of the Ottawa Carnival.

"The Edmonton Times has suspended publication," announces The Bulletin, of that town.

Mr. R. L. McCally, formerly of Aylmer, is now a member of the staff of The Times, St. Thomas.

Mr. E. L. Mott, late proprietor of The Alvinston Free Press, has returned from a trip through Dakota.

S. Magnant, a country printer at St. Jerome, is in difficulties. He owes \$1,500, and has but small assets.

The new York County (Ont.) paper, The Observer, made its appearance, a rather hurried one, last week.

J. N. McDonald, formerly of the late Virden Chronicle, has severed his connection with The Regina Leader.

Mr. John M. Letsche, manager of The Leader Printing House, Woodbridge, has moved his family there.

W. A. Shaw, proprietor of The Tilbury Times, has put in a fine new Prouty press in his office, and enlarged his paper.

The News plant at Mission City, B. C., has been removed to Umon, at which place the paper will in future be issued.

It is said the case of The Canada Review against the Archbishop of Montreal will be appealed to the Privy Council.

The publication office of The Advocate, Toronto, has been removed to 9 1/2 Adelaide street east, close to Yonge street.

Thoree Holmes, the oldest editor of Niagara district, is dead. He had brothers and nephews numerous in the profession.

Mr. W. C. Cunningham, of Buntin, Gillies & Co., wholesale stationers, Hamilton, has gone to the Pacific coast in search of orders.

The Parkhill Independent is the name of a new weekly just started by Messrs. Kam & Bryant, of Forest, and it will be neutral in politics.

The publication called Woman, which has been advertised as the only Canadian paper devoted exclusively to the female sex, lasted for three issues only. It has suspended. The

paper was published at 6 Lombard street, Toronto, J. F. McCuaig being business manager, Frank Vipond editor, and Mrs. John Holmes editress.

Mr. Ferguson, of The Smith's Falls Echo, now takes possession of the editorial chair of the Newboro' Standard, W. J. Fitz having resigned.

Mr. Thomas Wilson, manager of the printing department of the Methodist Book and Publishing House, Toronto, for many years, died last month.

The Ottawa Journal gives currency to a rumor that ex-Lieutenant-Governor Royal is going to the capital to assume the editorship of Le Canada.

The proprietors of The Moosomin Spectator have lately put in a new press, and enlarged the size of the paper to an eight column, eight page journal.

The Quebec Government has honored the press by appointing Messrs. M. C. Foley and Henry Harvey, of The Trade Review, justices of the peace.

Mr. E. J. Dermody, of The Northwest Review, who has been ill for the past few weeks, has left Winnipeg to spend a few weeks with friends in the west.

W. R. Keyes, formerly of Portage la Prairie, has rented The Neepawa Herald Plant. He will publish a paper which will bear the name of The Neepawa News.

The Slocan Prospector, newspaper, has removed from New Denver to Three Forks, B. C. R. L. Lowery intends removing his plant from Nakusp to New Denver.

The dissolution of the firm of Graham & Son, of The Melita Enterprise, is announced. J. B. Graham assumes full control of the newspaper and printing business.

The Scandinavian-Canadian, which has for years past been edited and published by Emanuel Ohlen, has changed hands, Mr. Ohlen having sold out to C. H. Lurdgren.

A Mrs. Morley has taken out actions for libel against Le Monde for \$6,000, The Star for \$5,000 and The Herald for \$5,000. The petition is "in forma pauperis."

Mr. H. P. Moore, of The Acton Free Press, has been elected president of the Provincial Sabbath School Association. Mr. Moore is worthy of the honor thus conferred upon him.

Avern Pardoe, formerly editorial writer on The Globe, has been appointed temporarily to the position of Clerk of Forestry, rendered vacant by the death of the Hon. C. F. Fraser.

M. Marinoni, the principal proprietor of the famous Parisian newspaper, Le Petit Journal, which has a circulation of nearly 1,250,000 copies a day, commenced life as a factory lad.

A new paper, The Outlook, will be published at Middleton, N.S., shortly. Its editor and proprietor will be Mr. F. E. Cox, of Avonport, who has had considerable experience in newspaper work.

Mr. Arthur Ware, a clever young member of The Montreal Gazette staff, and well known to the Militia of Canada as "Cartridge Box," was married recently to Miss Jane Semple, of Glasgow, Scotland.

They are having a joke down by the sea about the accuracy of type-setting machines. The St. John Sun has lately introduced them into its office, and although The Sun is Tory of the Tories, the machine persisted in grinding out the following: "Mr. Laurier's triumphant tour in the west continues. He has

made more than twenty speeches, every one of them unanswerable." There is nothing out of kilter with that machine's politics. —Port Hope Guide.

Mr. W. S. Humphreys, for many years connected with The Montreal Star, is about to publish his journalistic experiences under the title of "Twenty Years of Journalistic Life, from 1874 to 1894."

The plant for The South Edmonton News has reached there. R. P. Pettipiece will be editor and publisher. This will make three papers at Edmonton, including the two papers published in the old town on the north side.

The Canada Printing Co., Montreal, have assigned at the instance of Grace Pope. Principal creditors are Miss Grace Pope, Anticosti, \$355; Austin & Robertson, Montreal, \$136; Royal Pulp & Paper Co., Montreal, \$1,169.

There is some prospect of the restarting of The Daily Sentinel, says Mr. James Dickinson, of Port Arthur. His health is a little better, and if it only keeps as well as it is, he thinks he will have just about enough energy to keep the old paper running.

Mr. Justice Burbidge has refused permission to the Crown to appeal from the judgment in favor of McLean, Roger & Co., formerly parliamentary printers, for \$24,000 for work given to outside parties which should have gone to them under contract.

The editor of The Beaverton Express has his hands full just at present. A couple of weeks ago his office was ravaged by fire, and now he is deep in the gloom of an impending libel suit for \$5,000, entered by a Mr. Henry Thompson, formerly deputy-fishery inspector for that district. But for the fire the

Express man could hustle for a few subscriptions and thus breathe easy, no matter how the verdict goes, but with a "pied" plant to look after, a libel suit is decidedly embarrassing, and we extend our sympathy. —Ex.

The trial of O. R. Armstrong, editor of The Orangeville Banner, on a charge of abstracting \$15 from a satchel which he had found, and which belonged to a farmer's wife, resulted in Mr. Armstrong's honorable acquittal. The whole affair was a mistake.

A wr. for civil libel was recently served on the proprietor of The Winnipeg Tribune at the instance of City Engineer Ruttan. Mr. Ruttan alleges that the newspaper has made false statements, derogatory to his character and injurious to his professional reputation.

T. Berthiamier, proprietor of La Presse newspaper, Montreal, has taken an action for \$25,000 damages against the publishers of Le Monde, an opposition French daily, for publishing an article "disparaging" La Presse and insinuating against the accuracy of its circulation figures.

Richard Smith, of the firm of McKellar Smiths & Jordan, typefounders, died in Paris, left \$500,000 to build a monument in Fairmount Park, Philadelphia. It is to consist of a group of Pennsylvanian war veterans and a bronze statue of himself. He also left \$50,000 to buy a play house and grounds for children.

Palmerston Reporter: "The other day a gentleman who has never taken a local paper called on us for a copy of last week's issue to get the news of the Listowel murder. We gave him a copy, and he returned thanks and left the office with a clear con-

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science. We have his 'beautiful thanks' locked up in the safe, and if driven to extremities will try to trade it off for bread or a second-hand pair of overshoes when the cold weather comes."

The Toronto Evening Star has celebrated its second birthday with a banquet. J. J. Crabbe, managing director, presided.

The Toronto Globe has nearly fifty wheelmen in its employ. They have a club, and belong to the Canadian Wheelmen's Association.

The Kingston News recently published a Trade edition. The matter was good and the paper and letter press unexceptionable, but the cuts were unworthy of the occasion.

When The Toronto Telegram describes a Roman Catholic wedding in Ottawa under the heading, "Hallowe'en Orange Blossoms" it shows that the Green and Orange are not at enmity.

The W. J. Gage Co. are doing quite a trade as Western agents of the Napanee Paper Co. Mr. Challis, who formerly did this work, is now engaged in selling for the Merritton and Georgetown mills conjointly.

The aggregate of the chattel mortgages registered in Ontario at the end of 1893 was a little over \$9,000,000. Of this total \$3,000,000 represented indebtedness incurred by farmers, \$1,000,000 by lumbermen, \$749,000 by merchants, \$638,000 by manufacturers and \$201,000 by printers and publishers.

Says The Globe: "No town in Canada has a better local newspaper service than Orangeville. Now The Banner has been enlarged and improved. This paper is a vigorous champion of the cause of Mr. D'Alton McCarthy; the Liberal party gets valuable aid from The Advertiser, and the Conservative cause is well served by The Post and The Sun."

J. F. Lawson, for many years cashier of The Globe Printing Company, Toronto, has been appointed secretary-treasurer of the Brough Printing Company, of that city. Mr. Lawson has filled several positions of responsibility in Toronto, and should prove a valuable acquisition to the company. H. B. Brough, of the late firm of Brough & Caswell, is manager.

On Oct. 31st, Miss Maud Nicholson, youngest daughter of Jacob Nicholson, of Holloway street, Belleville, was quietly married at St. John's church to George Bridgen, of the Toronto Engraving Company. Miss Gertrude Nightingale was bridesmaid and Fred. Bridgen groomsman. The young couple left on the noon train for their future home in Toronto.

W. F. Luxton has retired from the managing editorship of the new Conservative paper in Winnipeg, as has D. J. Beaton, editorial writer. The paper was undoubtedly in a bad financial position. The Dominion Government has been appealed to, but should not do anything. Even if the press desires to be corrupted or bought, the Government should refrain.

After twenty four years' connection with The Hamilton Spectator job department, H. T. Drope has resigned to go into partnership with A. McPherson. The new firm will be A. McPherson & Co. For the last five years Mr. Drope has been publisher of the Grand Opera House programme. Harry has a host of friends in Hamilton, who will wish him every success in his new venture.

Mr. T. N. Visholm, of Copenhagen, of the editorial staff of the leading newspaper of that city, who has been visiting in Canada for a few weeks, has gone on to Chicago. Mr. Visholm

is on a tour of the American continent, and sends a weekly letter to his paper descriptive of his trip. He admires Canada very much, and is going to advocate it as a desirable country for intending emigrants.

At the Criminal Assizes recently held in Toronto, the grand jury in its charge deplored the frequent assaults of late on women and girls, and recommended the free use of the lash in all cases where convictions for such crimes were secured. Sensationalism in the press was pointed out as against the public welfare; the liberty of the press had degenerated into licence in the publication of details in some criminal cases. The publication of particulars of the murder of Jessie Keith and the Williams tragedy was instanced. The publication of the story in an evening paper purporting to have been written by Murderer Mac-Wherrell, was a specially regrettable piece of sensationalism. PRINTER AND PUBLISHER has commented on this phase of journalism before, and feels exactly as the grand jury on the matter.

Judge Charland, at St. John's, Que., has rendered his decision in an action taken by certain advocates against the sheriff to compel him to insert advertisements of sales in such French paper in the district as the lawyers interested in the case might prefer. The Attorney-General instructed Mr. Arpin to publish such advertisements in The Franco, and out of this order grew the action. Mr. P. J. Dore appeared for the sheriff, while Messrs. Chasse and Girard represented the other side. The contention of the latter was that the Attorney-General had no right to intervene in the matter, and that the parties interested could advertise in any paper they chose. His Honor held that the decision was in the hands of the sheriff himself. Though he conceded the right of the Attorney-General to advise and instruct the officers under him, in this particular the sheriff was really the final arbiter in the matter. At the same time His Honor expressed the conviction that the wishes of the parties concerned should not be ignored.

#### ROWELL'S ROCKY RATINGS.

The issue for August 29 of Printers' Ink, a New York advertisers' paper, has a ludicrous article on Washington newspapers. The Seattle Press-Times is placed at the head of all the daily papers, and The Seattle Evening News and Tacoma Morning Union are ignored. Spokane is called "Spokane Falls," and The Spokesman-Review of that city is named as The Review. At the head of the weeklies is The Freeman's National Turfman and Farmer, circulation 12,500, and said to be published at Seattle. There is no such paper. Freeman's Farmer, a Populist weekly, was published at Anacortes, but suspended publication a month ago. It is doubtful if it ever had more than 125 legitimate subscribers. Printers' Ink says that there is a weekly paper called Soundings, in Seattle, with 4,000 circulation. Soundings has been dead nearly a year. The Seattle Sunday Mercury is said to have 2,250 circulation. This evidently refers to a blackmail sheet that had an ephemeral existence two years ago. The Spokane Weekly Spokesman, Opinion and Outburst are ignored, while Printers' Ink guarantees The Spokane Post 2,424 circulation. The latter paper was never heard of by The Post-Intelligencer. There are a score of other errors in the brief article in Printers' Ink.—Seattle Post-Intelligencer.

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# SHADRACH'S THANKSGIVING



If jus' you want to see a  
chile dat's hones' for to  
stay,  
You take delib'rate look at  
him dat speaks to you  
to-day :

I set an' studied half an hour to make de fac' appear  
Who was de stingiest man I knowed in all de country near ;  
An' den I bor'd ob him dat night (I strongly 'sert an' vow,  
I hope de Lawd forgives me dat I wouldn't do it now) :  
An' Brown was standin' by my stove, at mornin's soonest ray,  
An' helped undress de veteran, an' cooked him half a day.

I hardly t'ink you suah to fin' in all de country o'er,  
A chap dat walks a straighter crack along a slippery floor.  
But often -wid repentin'-streaks it mus' be understood -  
I sit an' think o' good ol' times I wasn't half so good.

'Twas twenty year ago to-night, so fur as I ken trace,  
When Shadrach Brown, he come to me, wid business in his  
face :

He says, " De Thursday Holiday is hangin' out its sign ;  
An' when it comes to thankfulness, dere ain't no color-line.  
We ought to hab desleekest roast ob either spring or fall " :  
Whereat I says, " Dats well enough, but whaih's de whaih-  
withal ? "

De answer was, " Dere's lots o' folks a-livin' mighty near,  
Wid turkey gobblers on deir roosts, dey wouldn't use, dis year :  
It dey would lend em to de poor, 'twould only serve em right :  
You fin' de stingiest man in town, an' deal wid him to-night.  
An' I will cook it on your stove, admit our famblies free,  
An' have a big Thanksgiving' feast," says Shadrach Brown to me.

Now dat was not at all de way my early years was teach'd,  
It wou't agree wid any text dat ever yet was preach'd :  
But Brown, he was a prosper man, an' owned his mule an' cow,  
An' I was sort o' hypocritized, I s'pose dey'd call it now :  
An' so I own 't repentin' deep I hope it ain't too late  
I statted out to tool for Brown, and do his biddin' straight.

An' den de famblies gathered roun', partakin' of de cheer,  
An' grinnin' says, " Dere ain' no lack of gratitudin', here ! " :  
An' every one dat turkey praised, wid floppin fork and knife,  
To see him endin' usefully a long and peaceful life :  
An' wid a wink an' wid a shrug, an' wid a smile of glee,  
" We're dinin' wid de stingies' man ! " says Shadrach Brown  
to me.

An' all de festival went right, an' wouldn't have had a hitch,  
If little Paminondas Brown didn' turn us in de ditch :  
He spoke up : " Poppie, when I wen' to feed de chucks, dis  
morn,

De brindle rooster took de cake, a gobblin' of de corn :  
I had a look aroun' de roost I peeped into the well --  
De turkey gobbler'd up an' gone we's fatten' for to sell."

Den Brown he kind o' looked at me like me ob us must die :  
But I caressed de carvin' knife, an' gazef hum in de eye :  
I says, " Now Shadrach, look a-here ; you tol' me what to do :  
Of all de chaps in all dis town, de stingiest one is you." :  
An' den he sort o' wilted down, an' let de joke go free :  
" I've cooked my goose an' turkey, too," says Shadrach Brown  
to me.

WILL CARLETON.

**EASTERN PRESS ASSOCIATION.**

The Eastern Press Association met at Carleton Place on October 13th, and although not very largely attended, the meeting was a very pleasant and profitable one. There were two sessions, morning and afternoon, the sittings being held in the hall over The Central Canadian office. It was decided to reduce the limits of the association to that formerly covered by the Ottawa Valley Press Association and to adopt the old name.

The officers elected were: President, W. J. A. Macdonald, Arnprior Chronicle; 1st Vice-President, W. H. Allen, Carleton Place Herald; Secretary-Treasurer, James Macleod, Almonte Gazette; Executive Committee, G. F. McKimm, Rideau Record, Smith's Falls; W. W. Cliff, Carleton Place Central Canadian; W. H. Bone, Pembroke Standard; W. E. Smallfield, Renfrew Mercury; W. T. Walker, Perth Courier. The following were elected honorary members: J. C. Jamieson, Belleville; J. Pollard, Napanee; T. Shannon, Kingston; T. Southworth, Brockville; B. Lane, Winchester.

The date fixed for the next meeting is the second Friday in June, 1895, at Carleton Place.

**TRADE NOTES.**

When a printer can get, without cost, a neat box in which to put the visiting cards he has just printed for a particular customer, he should certainly take it. Goodall's visiting cards are put up in white satin-paper boxes with handsome gilt stamping, and are procurable at regular prices in both ladies' and men's sizes. They are handled by Warwick Bros. & Rutter.

Buntin, Gillies & Co. are offering some fine stationery in latest styles: their Royal Standard, containing the celebrated Queen Anne paper in both antique and plate finish, is a beautiful range in tablets and papeteries. The Velvet Finish contains the paper of that name, which has had such a large sale in the United States.

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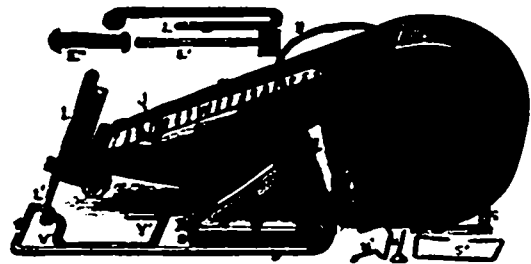


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## SAMPLES.

F. H. DOBBIN, managing director of The Peterboro' Review Printing and Publishing Co., writes concerning the methods of showing colored proofs referred to in last month's issue. He says he has been using crayons for years to indicate colors. A sample of a can label was enclosed, and showed how four colors would combine and the effect thereof. Mr. Dobbin says: "I find this a good wrinkle, and one it pays to practise. The idea can be carried farther if a water color is used. I have used colored writing inks with good effect." Mr. Dobbin's office turns out some highly creditable work, and his opinion is valuable.

The Medicine Hat News Publishing Co. sent in some samples recently that are surprising, considering that the artistic sense of the wild North-West is not supposed to be very broadly developed. The work on invitation and admission cards is as neat and as artistic as anything turned out in the usual way from the best city offices. Their type is new in style, and they seem to use the best inks and pay strict attention to their press work. The samples of statement and letter heads noticed are not produced by novices, but by men who are up-to-date in the styles of display.

Some samples have recently reached us from the job department of The Newmarket Era office. Mr. L. G. Jackson has made this part of his business well known, and instead of work going out of his town to city offices, it goes out of other towns into his. What strikes one most is the perfection to which Mr. Jackson has brought his two-color work. The harmony is well preserved, and, unlike a great deal of this class of printing, it does not give one the idea that the printer has aimed too high. The effect is subdued and pleasing, no plaster effect being noticeable. Then where bronze work is added to two color work the same effect is attained. Any job printer who desires to see a model invoice head in three impressions should send to Mr. Jackson for one of his own. They are beauties. In the statement heads, the type used for the firm name is a variety used by many printers, but is too fancy to suit the writer. Plain-faced type, without the slightest attempt at being decorative, gives the neatest effect. A statement head is an exceedingly hard display to make, but Mr. Jackson's samples are fairly good. In Fall Fair prize lists some neat samples are seen, the colored cover being a very creditable production.

Some statement heads have been received from Frank C. Mellroy, printer and stationer, 50 King street east, Hamilton. One for a fruit dealer in that city is a beauty and an effort will be made to reproduce it for the next issue of *PRINTER AND PUBLISHER*. Mr. Mellroy is wise in recognizing that dark blue ink gives a hundred per cent. better effect than black, and the wise man shall inherit the earth.

## THE TRAMP PRINTER.

COLONEL PAT DIXON'S DESCRIPTION OF A TYPOGRAPHICAL ERROR.

Wyer bayer, lumberlock  
Seventeen geese in a flock,  
One flew east and one flew west,  
And one flew over the cuckoo's nest.

"Whiff! whiz! Presto, change! Ever shifting, always shift less—Wheel about and turn about, and skeedaddle every which

a-way. Tramping yesterday, working to-day, drunk to-morrow. Now in the city, where the ponderous eight-cylinder, self-paster and folder mingles thunder and lightning, ink and cheap bombastic stupidity at chain-lightning speed; and anon in the hack-woods village, where the antiquated lemon-squeezer hand-press squeaks and wheezes under its weekly and weakly burden of ignoramus politics, thanks for the pumpkins and turnips, rural rhymester doggerel to some freckled Nancy Jane, or the memory of some infantile victim of whooping cough or green apple colic, murdered English, massacred grammar and smashed orthography. Here a dandy and there a ragamuffin, everywhere a philosopher and a vagabond. The bedouin of civilization, Ishmaelite of Christendom, stamped by the hunger of omnipotent destiny with the Cain like brand of ceaseless unrest, the seal of perpetual motion. The world owes much of its light to him. A vast amount of its science, its art, its literature and its religion would lie buried in impenetrable obscurity but for him.

"To his nimble, dingy fingers mankind, at least in part, owes every spelling book and Bible, every poem, history, revelation, discovery and Pall Mall Gazette sensation that stores the minds of the wise or tickles the ears of the foolish. And yet he is a vagrant, a homeless wanderer, knowing everybody, caring for nobody and nobody caring for him. Such is the history, the life, the epitomized biography of ninety-nine out of every hundred of the peripatetic printer tribe.

## WHY HE FAILED.

The man was talking to the city editor about the chances for a job as reporter.

"Where did you work last?" inquired the city editor.

"Out west. I owned an evening paper out there in one of those new towns, or rather I started one."

"Didn't it go?"

"Yes, went to smash."

"What was the matter?"

"Aw," in a tone of deep disgust, "the most prominent citizens always discriminated against me in favor of the morning papers."

"In what way? You weren't in competition."

"We were in the matter of the only kind of news our people wanted."

"I don't understand."

"You would if you had tried it once. It was lynching parties shooting scrapes and that sort. They always made it convenient to have them take place after my paper had gone to press and the whole force had gone off and got drunk, and then the morning paper had the scoop. By the time my paper had got out next day, the people were wanting something new, and they just waited over till next morning and got it."

The applicant for a job sighed profoundly at this point, and the city editor extended his sympathy.

"I tried to change my luck," continued the ex-editor, "by starting out one day at noon with my gun for the editor of the morning paper, but it wasn't any use; he dodged me until my paper had gone to press, and then I missed him and he shot me in the leg. After that I concluded Providence wasn't on my side and I jumped the town. If you can't give me a job give me a quarter, and that will make my burden lighter, anyhow," and the city editor, knowing what kind of a load was in the quarter when properly applied, gave it to him wonderingly.

# NEW AGATE TYPE

We have a large quantity of new Agate Type. THIS IS A SAMPLE. We will supply this type in two case lots and upwards at one-half cost price.

... AT Half Price.

MANUFACTURERS OF THE

## The J. L. MORRISON CO.

**"PERFECTION" WIRE STITCHING MACHINES AND BOOKBINDERS' WIRE.** Send for Catalogue.

28 Front Street West  
TORONTO, ONT.

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

## "SUPERFINE LINEN RECORD"

(Each sheet contains above water-mark)

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

SOLD BY THE LEADING WHOLESALE PAPER DEALERS THROUGHOUT THE DOMINION

USUAL WEIGHTS IN EACH SIZE

The following are the stock sizes (white or azure)

Cap 14x17	Royal 10x24	Std. Army 21x32
Std. Cap 17x20	Supr. Royal 20x20	Std. Medium 23x30
Army 16x21	Imperial 23x31	Std. Royal 24x30
Large Post 17x22		Std. Royal Long 29x40
Medium 18x23		

### ELECTRICITY FOR REGISTERING SHEETS

Is something you ought to know about.

Highest Award at Columbian Exposition.  
Highest Grade Machinery.  
Largest Output of Folding Machines.

# DEXTER FOLDING MACHINES

Your own interests will suggest that you should at least send for our Catalogue before buying a Folding Machine.

Office Boston, Chicago, San Francisco and London, England.

Factory at Pearl River, Rockland Co., N.Y.

### F. L. MONTAGUE & CO.,

Sole Agents,  
17 Astor Place and  
140 East Eighth St., New York, N.Y.

## CENTRAL PRESS AGENCY

F. BYER, Manager.

83 YONGE ST., TORONTO.

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

## JOSEPH B. LOVELL,

ELECTROTYPING

FIRST-CLASS WORK AT MODERATE PRICES.

25 St. Nicholas St.,

MONTREAL.

### THOUSANDS OF DOLLARS ARE LOST YEARLY,

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

### Ours is Known all Over the Globe

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

We have a large advertising connection, and those who send TRY OUR COLUMN STICK FAST TO US.

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

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

Specimens sent cheerfully sent on application to:

THE FINTON,

"The Stationer, Printer and Fancy Trades Register,"

100a Fleet St., E.C., London, Eng.

## BOOKS FOR PRINTERS AND PUBLISHERS

The Most Useful Works Ever Published.

**The Printer's Art.** "Truly admirable little work." Full of good ideas. are some of the comments. 112 pages in cloth. Paper cover, \$1.00; cloth, \$1.50.

**Challin's Job Printer's Record.** Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (1/2, 1, size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 12 pages, \$1.00; 24 pages, half team, \$2.00; 36 pages, \$3.00. Size, 5 1/2 x 7 1/2 inches.

**Challin's Advertising Record.** Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the month (1/2 or 1, wide space for monthly intervening spaces for weekly, and spaces shown for daily, to check when an "ad" begins and ends. Prices: 12 pages, \$1.00; 24 pages, half team, \$2.00; 36 pages, \$3.00. Size, 5 1/2 x 7 1/2 inches.

**Challin's Subscription Record.** FOR WEEKLY, SEMI-WEEKLY AND MONTHLY PUBLICATIONS. Indexed through to enter on the left hand page date received, blank spaces for the subscriber's name and the post office. The right hand page has the date of expiration, amount and date paid repeated five times, so that one entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all journals whose patrons renew year after year. Prices: 12 pages, \$1.00; 24 pages, half team, \$2.00; 36 pages, \$3.00. Size, 5 1/2 x 7 1/2 inches.

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

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

10 Front Street East, Toronto.

# Paper and Pulp News

## THE PRICE OF "NEWS".

A TIME may have been in this country when makers of "news" could get 6 to 10 cents a pound for it, but that time is past. The introduction of improved machinery for the production of pulp and of swift machines for the manufacture of paper has brought down the price. Moreover, the gradual tendency of prices in general, during the past five years or more, to keep steadily on the down grade must have had its effect on prices.

Some time ago the paper manufacturers held meetings and tried to agree on prices. "News" then was to be sold at 3½ cents per pound. But the price has gradually dwindled down to 3 cents, and bids fair to go below. Anybody can buy it now at 3 or 3¼ cents, and a carload at 3 cents is not a great bargain.

The largest contracts have been placed lately at 2½ cents, and an odd sale is reported at 2¼. Sometimes this is a straight cut, in other cases the paper is sold at 3 cents and an ⅛ or ¼ cent per pound taken in advertising.

It will thus be seen that at present there is no bottom to the market, and the present price depends on the buyer's power to play off one agent against another. These sellers have no rule and no final price. They are merely hedgers, not business men. They sell for what they can get, and the man who trusts them most implicitly is the man who pays the highest price. The lamb is fleeced, and the bear is given the delicacies.

But the price is going still lower. United States mills are offering to lay down "news" in Toronto or Montreal at 2.625 cents. The price on the wharf at New York for export to South Africa, Australia or Europe is 2.10. The duty coming into Canada is 25 per cent., thus making the cost 2.625 cents per pound. It will thus be seen that the United States manufacturer will sell for 2.10 cents at his mill and pay the freight to Toronto or Montreal.

If the United States manufacturer can make "news" at 2.10 at his mill, why cannot the Canadian manufacturer? The price of domestic "news" must come down to 2¼ to 3 cents for small lots and to 2.62½ for carloads in order to compete successfully with the United States mills. If they cannot sell at that price, they had better get out of business at once.

Another thing which leads to this conclusion is that the price of "news" in London, England, has dropped to a penny a pound. This means two things. In the first place it means that Great Britain is going to take less of the United States pulp, and is going to manufacture her own "news" from Norway or Canadian wood pulp. In the second place it means that more United States "news" will be thrown on the Canadian and Australian markets, with the usual consequent shaving of prices.

If Canadian manufacturers are to continue to supply Canadian publishers with "news" they must adopt the best machinery, the latest and most approved systems of manufacturing, and be what are known as energetic manufacturers.

There is no reason for them to expect that the present protection of 25 per cent. will ever be increased. This is a fairly high rate, and more than a revenue rate, which is usually placed at 17½ per cent. The influence of Free Traders, Patrons of Industry, etc., will effectually prevent any further increase of the tariff, and no relief against low prices is at all likely from a Governmental quarter. In fact, a reduction is much more probable, and this possibility should always be borne in mind.

## AN HISTORICAL MILL.

IN Canada there is a most important mill, one which has made an epoch in the history of an industry, and one which will always be historical so far as that industry is concerned. The story is interesting and has never got into print before.

Speaking with a paper manufacturer the other day, he was saying that business was brisk, and added: "Why, I often go behind in my orders for high grade papers because I cannot procure Grade A sulphite fibre, or sometimes I am forced to use Grade B." I asked him if the Eddy Co. did not turn out enough from their big sulphite mill to supply Canada, and he replied: "Oh, I wouldn't buy from an opposition paper mill. I would sooner let my own mill stand idle than do that."

Previous to hearing that, I had always thought that the story of the big sulphite mill might be somewhat fanciful and I was afraid to tell it. But that settled my unbelief.

This big mill went up on the bank of the Ottawa before the E. B. Eddy Co. ever owned a paper-making machine. The intention was to supply sulphite fibre to Canadian manufacturers of paper, who would naturally be supposed to prefer Canadian fibre to United States fibre.

The mill was built, and I am told that I am the only newspaper man who ever had the privilege of seeing the inside of it. It is a beauty, and to go through it and watch the logs coming up the gangways in an unceasing and unbroken line, see them sawn into blocks about three feet long, then barked, then again sawn into blocks a few inches thick, sorted and passed on to the three great forty-foot boilers, then on to the grinders and through the machines into great rolls of flaky sulphite fibre ready for shipment was a novel, and enriching experience.

As I have said, the mill was built and the pulp was made, but nobody in Canada would buy it. It had to be sold in the United States, because it was boycotted by domestic paper men.

This was disheartening, and the E. B. Eddy Co. got angry. Result—The E. B. Eddy Co. put in paper-making machinery,

*E. B. EDDY, President.*

*S. S. CUSHMAN, Vice-President.*

*W. H. ROWLEY, Sec.-Treas.*

**THE... E. B. EDDY CO.**

OF

**HULL, CANADA**

MANUFACTURERS AND DEALERS IN

**SULPHITE FIBRE AND WOOD PULP**

*Average  
Daily  
Output of  
Fibre and  
Wood Pulp  
40 Tons.*



*Sole Owners  
of the  
Patent and  
Sole Makers in  
Canada of  
Mitscherlich  
Sulphite Fibre*

Our Sulphite Fibre is noted for its uniformity of grade, its whiteness and brightness of color, length and strength of fibre. The economy of its use in paper making is unsurpassed.

---

**THE E. B. EDDY CO.**

**HULL, CANADA.**

and to-day are leading the trade. They are still adding machinery, and at the present rate of progress another year will see them at the head of the trade if they are not there already.

It is not my place to say whether the Canadian paper manufacturers were wise or unwise. That is their own business. It is not my place to say whether the E. B. Eddy Co. were wise or unwise. They have a right to do as they please. But certainly the entry of the latter company into paper manufacturing has marked a new era of enterprise in that industry and a new regime of prices, and for that reason their sulphite mill is designated "An Historical Mill."

#### PULP AND PULP MAKING.

A VERY interesting sketch of the rise and progress of this industry was delivered last week before the Chamber of Commerce at Montreal by Mr. J. H. Lefebvre, C.E., a gentleman well qualified to speak on the matter. After giving a brief historical sketch of the paper manufacturing industry on this continent and the revolutions it had undergone, Mr. Lefebvre said that wood pulp making was being developed largely in Scandinavia, and that European manufacturers of paper now look to that source for their supply of raw material. Dwelling upon the increase in the consumption of paper, he remarked that after the American war paper manufacturers found it almost impossible to meet the ever increasing demand for their goods. Rags, cotton waste and straw were neither cheap or plentiful enough, and paper makers first tried to utilize vegetable grasses and fibres, especially esparto, treated by the soda process. This method, perfected by a German chemist named Mitscherlich, was finally adapted to wood, and the result was a revolution in the manufacture and cost of paper. It was still too costly, however, to meet practical requirements, and the investigations were continued until the discovery of ground or mechanical pulp was made, which Mr. Lefebvre considered one of the greatest discoveries of the age. Now, nearly all printing paper and a large percentage of writing paper was made of wood pulp. Chemical pulp enters to the extent of 30 to 40 per cent., and ground or mechanical pulp to 60 or 70 per cent. in the composition of paper. News print paper was now 12 to 13¢ per lb. cheaper than it was in 1860 as a result of these discoveries, the ruling price to-day being 30¢ as against 15 to 16¢, in the year mentioned, and as a consequence the cheap journal and the cheap book of the present day was made possible.

For a successful pulp industry three things were essential—extensive water power, cheap labor and suitable wood. White and black spruce, Canada balsam, poplar, aspen and pine were all suitable, but balsam and spruce, owing to the special quality of their fibre were the most valuable; also on account of their color, and from the fact that they were soft and easily ground. Poplar and aspen were inferior owing to the prevalence of knots and black veins which spoiled the color of the paper, while pine was used only in the manufacture of chemical pulp. The pulp made from the latter was very fine, but the process of bleaching it to the desired color was rather expensive, which added to its cost, as did also the fact that it was rather too high priced a wood to be used profitably on the manufacture of paper. This was a great drawback, as the low prices ruling the market made wood of small value an absolute necessity. For this reason spruce and balsam were indispensable to a successful pulp business, coupled with ample water power.

To produce 25 or 30 tons of ground pulp per day of 24 hours required a mill of 2,500 to 3,000 horse-power. As the generation of such motive power by steam was a costly matter, it was an acknowledged axiom that pulp could only be profitably manufactured where there was plenty of water power. In an industry which employed a very large number of hands in comparison to the value of the output, cheap labor was also a staple want. Canada in all these essentials possessed peculiar advantages. Her immense forests of the woods specially required for profitable pulp furnished a practically inexhaustible supply of raw material. Their superior quality was attested by the fact that the United States bought supplies of wood to the value of \$454,253 last year, which was a good proof of the excellent quality of Canadian wood for pulp manufacturing purposes. This American importation of our wood was yearly increasing, being \$57,197 in 1890 as against \$454,253 in 1894, or over seven times greater than it was five years ago. In fact, the pulp mills of the New England States depended almost solely on Canada for their supply of raw material. In fact, Canada was away ahead of her neighbor and equally, if not better situated than Norway or Sweden, who were at present profitably operating 69 pulp mills.

If the price realized was any criterion, Canada had the advantage, for last year Canadian pulp was sold in England at an average of \$24.80 per ton, as against \$20.77 for the Scandinavian product. It was not necessary to dwell upon the unusual advantages possessed by the Province of Quebec, but if the United States market was closed to her, she had free access to the markets of England, France and Belgium. Great Britain last year imported 215,920 tons of wood pulp, and France 106,049 tons, or a total of 321,969 tons, while Belgium and other European countries imported at least 200,000 tons additional, so that European wants last year were over half a million tons and statistics showed that they were increasing annually. Besides the importations of wood pulp above mentioned England imported 20,750 tons of linen and cotton rags, 185,450 tons of esparto and 30,358 tons of other materials, or in all 236,558 tons, and yet this was not an adequate supply, for the British blue books, showed imports of 146,644 tons of paper and pasteboard. The quantity of pulp necessary for the manufacture of this latter item would have required 18 mills running with a motive power of from 2,500 to 3,000 horse power each, and to produce the quantity of pulp represented by the 236,558 tons of raw material imported to complete the supply of the British paper mills would require 30 other mills of the same capacity. There are at present only two establishments in Canada which manufactured for exportation to Great Britain, one in Nova Scotia and one in Quebec. It was obvious from the above facts that there was room for a score of others to meet the English demand alone not counting the enquiry that might spring up from the other markets of Europe mentioned above.

The ruling price in England was \$24 to \$27 per ton, but it was possible in those parts of Quebec adjacent to the seaports to manufacture mechanical or ground pulp and deliver it in England for \$15 to \$16 per ton, leaving a margin of \$8 to \$10 to pay interest on capital, etc. A 2,500 horse power will easily turn out 25 tons of pulp per 24 hours, and therefore give a benefit of \$200 to \$250 per day. Speaking of the industry in the States, Mr. Lefebvre said that although they took large quantities of spruce or raw material from us, they sold us in the last three years \$2,092,950 worth of paper and

art articles. During the same period they only paid us \$808,201 for raw material, so that the balance was decidedly in their favor. In a word, glance at the position from whatever side they might the benefits were obvious.

#### STURGEON FALLS ENTERPRISE.

There is a valuable waterfall of 32 feet 6 inches at the village of Sturgeon Falls, which, up to the present time, has not been utilized to any extent. Messrs. Davy & Foley, the Thorold pulp manufacturers, have been looking at this wasted power with longing for possession, and have made an offer to secure it, which the villagers are equally anxious to take advantage of. They propose to erect there a \$50,000 mill, with a capacity of two car loads of ground spruce pulp per day, and will employ from 30 to 40 hands all the year round. When they have possession of all the waterpower they will also turn out electric light for the villagers, and supply power for other purposes. They want a bonus of \$7,000. In view of this, Mr. J. D. Cockburn, Crown Lands agent, and Mr. O. Aubin, hardware merchant, of Sturgeon Falls, on Thursday last waited on the Ontario Government to secure their assistance in furtherance of legislation to enable the township of Springer to vote upon a by-law to raise the sum required. The members of the Government who received the deputation appeared to take a favorable view of the case as presented, and Messrs. Cockburn and Aubin withdrew, quite satisfied that the necessary legislation would meet with no opposition from that quarter.

#### PRACTICAL HINTS AND HELPS AROUND THE MILL.

**I**n all works on paper making, and in all articles dealing with the different departments of its manufacture, the question of cleanliness is very generally discussed and advocated. From the entrance of the rags, pulp, old papers, jute, manilla, or whatever the raw material used, into the storehouse or rag room of the mill until the paper leaves the finishing room and is stored or loaded for shipment, the consideration of the question of its cleanliness during its various processes of manufacture is of vital importance to the manufacturer. In no one department is it of more importance than in that of which I shall treat in this article, viz., the

#### FINISHING DEPARTMENT,

which comprises the calender and cutter rooms and finishing room proper. These may be separated on one floor or combined in one place, as circumstances dictate. Too often they are assigned to any spare space which may be left after the machine and engine rooms are provided for: this is not seen in the modern mills, which make adequate and generous provision for this department, but it is too often the case in old mills, in which for convenience and economy the finishing has been done in one end of the machine room. The march of progress compelled manufacturers to put in another stack of calenders to insure more finish: then they had to lengthen their wire and put in extra dryers to run faster and increase production, or else be "out of it" altogether. In this way a great many annexes came into existence which were neither planned nor thought of when the mill was originally built: hence the finishing rooms are often at some distance from the machine room, and we may take it as a rule that the ratio of dirt and "broken" paper

# BUNTIN, GILLIES & HAMILTON COMPANY

Wholesale Stationers and  
Paper Dealers.

## OUR STOCK

OF MENUS  
WEDDING COMBINATIONS  
PROGRAMMES  
INVITATION CARDS  
AND FOLDERS

IS UP-TO-DATE

FLAT PAPERS  
PRINTERS' RULED GOODS  
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POSTER PAPERS.

CARDBOARDS  
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PADDING GUM.

Bookbinders' and Boxmakers' Materials

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HAMILTON, ONT.



increases with its distance from the latter. Cleanliness is just as essential in paper-making as in the jewelry business and must be strictly enforced.

To keep the finishing room as clean as it ought to be its floor should be carefully sprinkled with a fine sprinkling can and carefully swept, the paper in the meantime being covered with sheets of cotton cloth provided for that purpose. There should be a sink for washing in the room or near-by, and plenty of soap and towels in connection therewith; economy in this direction is ill placed. The quality of the twine used in tying up the paper should receive careful attention, as it is sometimes saturated with oil or grease in order to increase its weight. I have seen considerable paper returned to the mill because the string used was of this quality; the grease, from the pressure of the weight when stacked or loaded, is squeezed out and penetrates both wrapper and paper to the depth of half a quire or so. The greasy streaks which show upon opening a bundle are very apt to condemn the whole lot.

#### STENCILING.

Another thing to guard against is the indiscriminate use of marking ink and stenciling, and the use of a poor or slow drying ink. The wrappers ought to be marked before tying up, and if possible those for each day be prepared on the preceding day. If one person attends to this, so much the better, as the work will be better, and stamps or stencils will last longer than when everybody uses them. Printers' ink thinned with turpentine or alcohol makes as good a marking ink as can be desired. Turpentine is used to thin down where the paper is coarse and of dark color. I recall the case of a "super" who went to a book mill from a wrapping mill. He was asked to get a supply of alcohol or turpentine, as they were out of both, and upon asking for what it was required he said that it was foolish to buy either when kerosene was so much cheaper and would answer the purpose just as well. Of course they got the kerosene and it mixed all right with the printers' ink, and a batch of wrappers was stamped, but when they came to use them next day, for some reason or other the new ink didn't seem to dry, and when a hand came in contact with it and then essayed to lift or even touch white paper it left an imprint, which necessitated a use of soap and water on the hands and the removal of sundry sheets which had caught the imprint of the new ink.

The "super" could not account for this for a while, as he did not "think that it was loaded" in this mill any more than in the other, but he acknowledged that "circumstances alter cases," and never gave the new ink a second trial. Kerosene is too greasy, and has not drying qualities enough for a good ink. It is useful in the finishing room to wash the stamps when they become clogged with ink and dirt. As useful and as cheap a stamp as has ever come to my notice is one which I introduced myself as far as I know, at least. It consists of any good, tenacious wrapping paper, hard calendered and coated with two or three coats of shellac, and thoroughly dried. Draw your lines on this, after cutting a piece of the requisite size for your stencil; then with a round stencil containing the alphabet and numerals, or with the alphabet and numerals in any form, you can mark out any number of stencils to suit your convenience. After marking out your stencil on the prepared wrapper, lay it on a flat board of soft pine, and with a sharp pen knife cut out the letters and figures. You will be astonished at the ease and rapidity with which you can

turn out a good stencil, and it will last if used carefully nearly as long as brass. In selecting a wrapper for this use, get as thin a variety as is possible consistent with the requisite strength, and a clean and well cut stencil will result. In stamping or stenciling on cases or bundles where the contents are not even reams, I usually find that they mark the number of reams, and then with a separate stencil mark the "q." or quires, then insert the word "Reams" or "Rms." behind, where the amount contained is uneven. A quicker and better way is to have a stamp with a quire mark and "Reams" together, like this: "q. Rms." It is a small matter, but is a time saver and makes neater work.—Paper Trade Journal.

#### A QUESTION OF PRICE.

The recent action of three Chicago morning newspapers ordering the carriers having charge of the distribution of their papers to desist from delivering two rival papers is quite generally accepted as the beginning of a conflict in which the question of price seems to be the main issue.

The three papers mentioned, says the Fourth Estate, are the Tribune, Herald and Inter-Ocean, each of which sells for 2 cents a copy. The papers they oppose are the Record and Times, both 1-cent papers, so that the lines seem to be clearly drawn as to the reason of the opposition.

Time was when the common price of newspapers was 5 cents a copy. As paper became cheaper, and improved methods of composition and printing were adopted, the price dropped to 3 cents, then to 2, and of late years a host of 1-cent papers have sprung into existence, although the majority of the 2-cent papers decided that they had reached bed-rock and refused to make further reduction.

The number and popularity of the 1-cent dailies has demonstrated that it is possible to make a newspaper that will sell for that price and in large numbers. With the patronage of advertisers holding the fatuous belief that circulation is the chief merit of a newspaper, a revenue has been secured, sufficient not only to pay the cost of publication, but to leave a handsome margin if the business is well conducted.

It cannot be denied that, except in certain localities, the 1-cent papers have made large inroads in the circulation of their higher-priced contemporaries, and, as a result, have secured a considerable part of their advertising patronage.

The question of what to do about it has confronted the 2-cent papers, and is still unanswered.

Some have added more pages and new features; others have experimented with extensive coupon offers, and many plans have been tried, but with results that were far from satisfying. The gains have been mainly from papers of their own class. Meanwhile the 1-cent papers have increased in number, circulation and prosperity.

It cannot be said that the plan now being tried at Chicago is a good one. It will not find favor with the American idea of fair play, and is more likely to be productive of a boomerang than a boom.

There are conservative men in the newspaper business, who predict that the time is near at hand when most newspapers will sell at 1 cent a copy. Improved processes of production make that possible, and at an early date.

Will the newspapers now selling at 2 cents and 3 cents take warning of the probabilities of the near future and reduce their price, and so start in the race even with their competitors?

**GONE INTO LIQUIDATION.**

The Montreal Paper Mills Co., who have been in difficulties for some time past, have decided to go into liquidation, and a petition for winding-up order has been presented. This company owned the St. Lawrence Paper Mill at Sorel, Que. J. Leduc is president, A. L. De Martiguey vice-president, and Frank W. McCallum general manager. Colored, news and manilla were made, and one 62-inch Fourdrinier was in use. The capacity was about 6,000 lbs. in 24 hours.

**WHY HE WAS FIRED.**

Sophomore "Are you still working for The Daily Flarer?"

Graduate (with a contemptuous sniff)—"No. The editor of that sheet is a numbskull, a man who cannot be taught anything."

Sophomore—"How did you find that out?"

Graduate—"He directed me to interview Chauncey Depew on the subject as to whether college education was necessary to success in life, and I told him that I had just come from college and knew all there was to be known on that subject and could embody my views in a special article."

Sophomore—"Well?"

Graduate (with disgust)—"Well, the fool said I knew too much and had better go to editing the poetry department of a magazine." New York Press.

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