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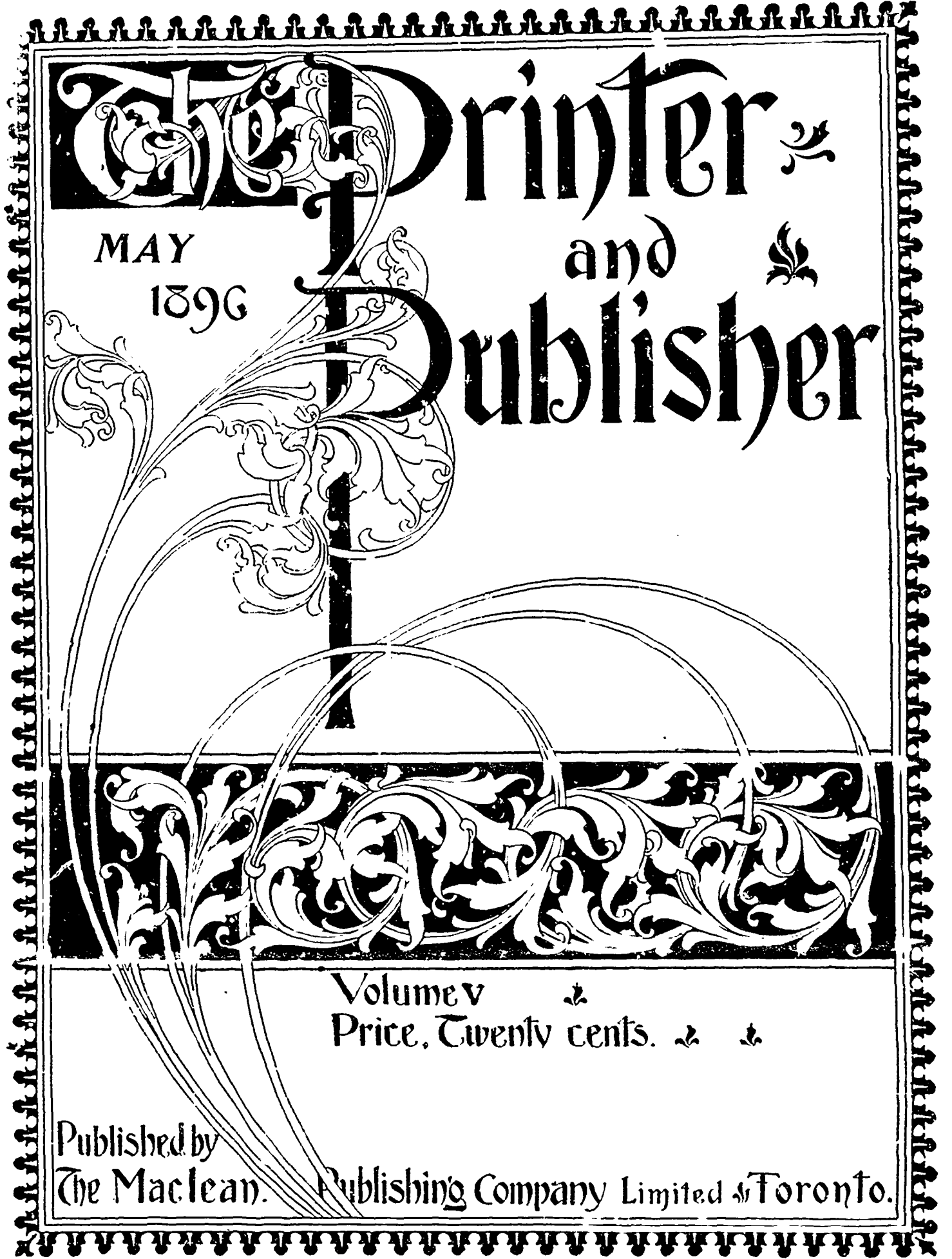
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MAY
1896



Volume v
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VOL V.—No. 5

TORONTO, MAY, 1896.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

No. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

J. B. MACLEAN,
President.

HUGH C. MACLEAN,
Sec.-Treas.

CURRENT NOTES.

NICHOLAS FLOOD DAVIN, in a Winnipeg interview, declared there is no doubt of Parliament's power to pass remedial legislation. "Why," says he, "Parliament could pass an Act to-morrow compelling all journalists to shave their heads." Such a measure would have no terrors for Mr. Davin. Persons with shining pates like his are afflicted with a strange forgetfulness. The late H. E. Clarke, M. P. P. for Toronto, who was also relieved by nature from using a hair brush, was once denouncing the Mowat Government, and sternly remarked: "Mr. Speaker, when I heard the proposition of the Attorney-General, every hair on my head stood erect"—and when his opponents roared with laughter instead of looking abashed he somewhat mended matters by remarking: "At least it would have stood on end if I had had any."

*

The Toronto World has adopted a plan with the members of its staff which deserves a word of commendation. Each member is given, once a week, a 20-hour period free of all work. This somewhat mitigates the eternal grind of morning newspaper work.

*

It is amusing as well as instructive to watch the newspaper editorials during this hot election campaign. The straight party papers, outside of Hamilton, are not brandishing bowie knives at one another. The newspapers not allied to any party are in a difficult position. Independence, without lapsing into feeble neutrality, is a hard role to play. The Ottawa Journal appears to be taking things as they come, slaying vigorously Tory and Grit sinners alternately. The Winnipeg Free Press smiles an inscrutable smile, and dares you to state where it

stands. The Hamilton Herald is extremely witty from day to day, and comes nearest to preserving a good-humored belligerency on all political topics. The Montreal Star is poised gracefully on the top rail with a leg down on each side. Meanwhile, "Mack," of Saturday Night, is preparing for the June issue of The Canadian Magazine an article on "The Proper Sphere and Tone of Newspapers," which ought to tell those of us who are groping in the dark the fit attitude to assume.

*

The daily press continue to groan with the load of political news poured into them. All standards of condensation appear to be temporarily abandoned. Ten years ago The New York Sun, The Toronto World, The Montreal Star, etc., prided themselves on bright summaries of news put into a four-page sheet. Now they are expanding into what Mr. Dana calls journalistic tumefactions. Is the old ideal dead?

*

The newspaper situation in London is going to be interesting for some time. The new paper is in good hands, Mr. Walter C. Nichol being editor-in-chief, and W. W. Evans business manager. There is plenty of money behind the enterprise, which will be a joint stock company, with Mr. Nichol on the Board. This is proper, for we fail to see why the working journalist should expend his brains in any venture without getting some of the pecuniary rewards. Mr. Nichol, as everyone feels, is one of our brightest men, and will do well anywhere.

*

The Advertiser and Free Press are not going to let a rival walk into their field, but will request it to create one of its own. They are selling for one cent, and the new paper has its work cut out for it.

*

The London Advertiser, it seems to us, stands on solid ground. It covers the whole field of foreign, home and local news on the basis of condensation. Its politics are pronounced, but not stupid. The same may be said of its contemporary. There is a common impression outside of London that its people are all partisans, on one side or the other. The new journal will either correct or confirm this idea.

*

We reproduce elsewhere some remarks by Mr. John Morley to the London Press Club a few days ago which will interest Canadian newspaper men. Mr. Morley's views are always worth reading. They emanate from a scholarly and clear-brained man, who in newspaper work, as in politics since, has exhibited that keenness and temperate judgment which, when

properly combined, produce the best type of journalist. Mr. Morley, talking to the Press Club, courageously declares that the House of Commons is a greater power in England than the press. No one, we imagine, will maintain the same proposition in Canada.

THE POLICY OF MAINTAINING RATES.

IT is the general impression among the newspaper publishers in Western Ontario that A. McKim & Co., advertising agents, of Montreal, have done much to demoralize advertising rates. In conversation recently, Mr. McKim stated that the newspaper publishers have to thank themselves for much of the rate cutting that has been so prevalent of late years. If the publisher will place a rate on his advertising space, and stick to it, Mr. McKim says that so far as his firm is concerned they will be glad to adhere to that rate, and throw all the business they can in the way of the publisher. The trouble, according to Mr. McKim, is that the publishers do not protect the advertising agents, but will accept lower prices from advertisers than from the general agents. In illustration, he mentioned the case of Mr. Fortier, cigar manufacturer, who lately sent out a circular to Canadian newspapers containing the munificent offer of a box of cigars in return for six inches advertising space on a specially selected page. It would be thought that not a single paper in Canada could be found to give such an offer a moment's consideration, but, to their discredit be it said, no fewer than sixty-five accepted this offer, and in return for sixty-five boxes of cigars Mr. Fortier received a six inches advertisement for one year in sixty-five weekly papers. When the publishers thus regard their space as of so little value, it is not to be wondered at that McKim & Co., and other agents, feel justified in making offers that appear on their face to outrage all sense of proportion, of relative value, of price offered, and article sought to be purchased. How would it do for publishers to take Mr. McKim at his word, fix on a fair rate—and stick to it?

J. T. CLARK ON THE NEWSPAPER.

MR. JOE T. CLARK'S article in the forthcoming Canadian Magazine on "The Daily Newspaper" is a fearlessly written criticism of the newspaper and the newspaper man—by one of ourselves. Through the courtesy of the editor, Mr. J. A. Cooper, the following is taken from advance proofs of the article:

"Examine a daily paper. If you are an editor of a daily paper, examine your own. You will find in it despatches from Cape Town, Johannesburg, Matabeleland, Abyssinia, Cuba, Wady Halfa, London, Paris, Berlin, and all parts of our own country. The secret service of any king or emperor that ever lived before the present century—all his courtiers, diplomats, spies, hired traitors, soldiers and all—was not equal to that service which the editor of the smallest daily paper in Toronto has at his command. Does the editor realize this? Does he show the breadth and quality of mind that a man should who daily surveys the whole human race? With the vision, the nerves, veins, and arteries of a god, does he not persist in being a very commonplace human. Holding his paper before his face the editor is oblivious of the great multitude who read it. He is unaware and irresponsible; and, concealed from view, he is not held responsible by others.

"The newspaper of the future, it seems to me, will be

developed, not along the lines of more pages and more pictures, but of more sincerity and more sense. The managing editor who will give his paper as delicate a conscience, and rules of conduct as correct as a gentleman would have in private life, will find, I think, the strange experiment a success. A newspaper whose statements could be relied upon under all circumstances, whose persistent good taste would become a proverb—might it not almost re-make our civilization?

"From the nature and extent of its powers, the press should be almost omnipotent in directing and indicating public opinion. The masses must get their information about public questions from the newspapers, yet we find to-day that when the people acquire the facts from the news columns, they turn in strong dissent from the deductions set forth in the editorial columns. The reader has found that the same set of facts will be twisted, in rival newspapers, to support contentions diametrically opposed to each other. If gifted with average reasoning power, he finds that he can draw safer deductions than either of the two newspapers has done. Each paper is continuously engaged in bending facts to fit a political theory to which it is enslaved. If a truth comes to light which is inconsistent with the pre-existent theory, the editor proceeds to surpress or disfigure that truth. The reasoning reader is not deceived. He realizes that the newspaper is not an arbitrator, but an interested partisan, an intemperate wrangler in the tumult of contrary opinions. The guides quarrel as to the correct route to be pursued, efface the landmarks, destroy the signs and tokens, and leave the traveler worse than guideless. He strikes out a course of his own."

THE LANSTON HEARD FROM.

Harold M. Duncan, for the past ten years managing editor of Paper and Press, has resigned his position to join the staff of the Lanston Monotype Machine Co. as its general sales agent. Mr. Duncan has for many years had faith in the Lanston. In a letter he says of it: "The machine is now in the commercial state, has safely passed the experimental stage, and has demonstrated in an almost constant run of six months in The Philadelphia Enquirer its perfect adaptability for the work it purports to do. Orders for the machine are now coming with such rapidity as to force expedition in the manufacture of casting machines and keyboards, the former of which are being built by Sellers & Sons, Philadelphia, and the latter at the Incandescent Arc Light Co., New York. I intend to push these machines, having an honest belief in them as the most all-round efficient system on the market. I have studied every mechanical substitute for hand-set types for many years, and believe myself in position to put the case strongly. Upon a closer study of the Lanston system, necessitated by present relations, and which has just been finished, I am convinced that what I have repeatedly written about the machine in Paper and Press is borne out in the practical work to which it has been put. It is my intention to lecture upon the subject of mechanical substitutes for hand composition in the future, and to complete the series of analytical articles which I partly finished, upon the subject, several years since.

PAPER FOR ELECTIONS.

A complete line of papers suitable for election work, will be found in stock at the warehouses of Buntin, Gillies & Co., Hamilton.

THE COST OF STEREOTYPING.

OWING to the policy of enlargement pursued by many of the larger newspaper publishers in the United States and Canada a number of second-hand Webb Perfecting presses have been placed on the market at low prices. This fact has induced many of the publishers of the smaller dailies to seriously consider the advisability of replacing their present cylinder presses by these Webb Perfecting presses. It is, no doubt, a fact that the expense of stereotyping, so far as wages is concerned, would not be greater than under the system in vogue in these smaller offices, but it would appear from information supplied to PRINTER AND PUBLISHER by a Canadian publisher who has had experience in the matter, that the incidental expenses of stereotyping, outside of wages, are such as to largely, if not altogether, offset the advantages of using a Perfecting press. The publisher in question gives us the following memo. of expense of stereotyping, basing his calculations on a circulation of 5,000 eight-page papers, with an occasional twelve-page issue on Saturday. He also gives figures on the cost of a four-page paper :

	Eight pages.	Four pages.
Soft coal for stereo. furnace	\$70 00	\$75 00
Gas for steam table	189 00	100 00
Matrix paper	146 00	73 00
Backing powder	49 00	24 00
Oil, waste, etc	21 00	10 00
Stereo metal (about).	134 00	100 00
	\$629 00	\$382 00

Where steam power is supplied by the establishment, the cost of the steam table would be reduced by one-half, or more. With a four-page paper the cost of matrix paper and backing powder would be reduced by one-half, and less stereo. metal would be needed. In short, to publish a four-page paper in an establishment which supplies its own steam, the cost of stereotyping, outside of wages, would be close on \$400.

THE WEEKLY PRESS.

BICYCLE ADVERTISING.

A good suggestion is made by 'The Uxbridge Journal': "There is an enormous amount of bicycle advertising done these days in the daily papers and in the magazines, but not nearly as much in the weeklies as there should be. Bicycle makers will find, as other manufacturers have found, that there is nothing reaches the villagers and farmers so effectually as the local weekly papers. The bicycle makers will soon have to seek for business among the farming class much more than they do now."

VALUE OF THE LOCAL PAPER.

There is good, sound argument in the following remarks from 'The Stouffville Free Press'. "Country weeklies are not sold on the street. People do not buy them simply to glance hastily at the details of some harrowing sensation, and then to cast them aside. They are taken directly into the home, where they are carefully read. People like to read about what their neighbors are doing. City papers contain very little strictly 'local' news. The extent of territory a city paper covers is too wide for that. The paper that is read is far more valuable to the advertiser than the paper merely 'skimmed.' Is not this a cogent reason why no better results can be got from money spent in advertising than by patronizing the columns of 'The Free Press?'"

A PRINTER AND A PAPER MAKER.

THE Desaulniers Printing Co. has entered an action against J. C. Wilson & Co. for \$5,285, and the hearing was commenced the other day before Justice Taschereau in the Superior Court, Montreal. It is alleged that in December, 1895, Mr. Wilson had a safe, a printing press and a wooden desk seized on the premises of the Desaulniers Company to satisfy a debt of \$57. Subsequent to the seizure, it is alleged, Mr. Wilson agreed to accept the Printing Company's notes in satisfaction of the debt and costs and suspend the sale. Notwithstanding this, it is alleged that Mr. Wilson had the goods seized sold. It is alleged that the safe, value \$375, was sold for \$65, the press, value \$2,900, for \$11, and the desk, value \$12, for \$4. The Desaulniers Printing Co. claims, therefore, the difference between the alleged value of the articles sold and the price actually realized. The balance of the claim is for compensation for injury to the company's credit through the public sale of its property.

Mr. Wilson pleads denying the alleged agreement to suspend the sale in consideration of the notes referred to. If such an agreement was signed, it was signed without his authority. He did not agree to stop the sale. He further alleges that at the sale the articles had actually been bought in by the company, or persons acting in its interest, so that the company has suffered no damage whatever.

ITEMS OF PROGRESS.

THE Shelburne Free Press, in marking its 21st birthday, issued a fine illustrated supplement May 7. The municipal and journalistic retrospects are excellent, the accompanying illustrations good, and three columns of paragraphs headed "What was What 21 Years Ago" strike us as decidedly original. A fac simile of Vol. No. 1, issued May 6, 1875, adorns the supplement, which, taken altogether, is a number that its readers will talk about and preserve.

A new dress of type adorns 'The Watford Guide-Advocate.

The Dresden Times has moved into new and improved offices.

The Berlin Telegraph has become an evening paper and supports the Liberal party.

The Winchester Press has entered its 9th year. Mr. Byron Lane issues a live weekly in the interior of the "Old Eastern District."

The Lanark Era has bought a second hand press from Palmer's machinery agency, on which to run their paper. The Era has been in existence for about a year and has already nearly 1,000 subscribers.

The Cornwall Freeholder has begun to print from new type and looks well. Mr. C. W. Young believes in clear, good-sized type, and his eight page paper is a good example of what a town weekly should be.

Mr. Cameron Brown, who has successfully established The Belleville Sun on a sound basis, celebrated a move into more commodious premises by holding a reception, attended by two thousand of the paper's readers.

The Brockville Times, under Messrs. Wilgress & Healey, makes steady progress. The addition of a new Cottrell press enables the office to make a specialty of book and catalogue work with half-tone and color work. F. Brennan, the head of the bindery, is an experienced man in his department.

CANADIAN PRESS ASSOCIATION.

THE 1896 EXCURSION PROBABLY OFF.

THE prospects now are that there will not be any excursion this year. It was the evident desire of the members of the association, as expressed at the late annual meeting, that a summer excursion should be held, and the Executive were empowered to make the necessary arrangements, the Pacific coast to be, if possible, the objective point. The president of the association, with this in view, spent several days in Montreal, and in company with the first vice-president, had interviews with the general passenger agents of the C.P.R. and G.T.R. Both the gentlemen expressed their desire to do all that they could to further the wishes of the press men, and Mr. McNicholl, of the C.P.R., made a tentative proposition in regard to the trans-continental trip, which indicated that there was every probability that arrangements could be made which would make such a trip a possibility to many of the members. It was pointed out, however, by the railway officials, that four to six weeks would be consumed on the trip if the excursionists were to receive any adequate idea of the resources and capabilities of the great new lands. In view of the imminence of the general elections, and the certainty of a summer session of Parliament, it was felt that such a trip would be out of the question for this year. A shorter trip, say to the Lake Temiscamingue district, would be more practicable, but it is doubtful if, in consequence of the political situation, a fair representation of the members of the association could be secured for this or any other summer excursion.

It has, therefore, been decided to take no further action in the direction of an excursion at the present time. No doubt this will be a disappointment to those members who could have made it convenient to visit the West this year, but it is to be hoped that the negotiations begun with the railway companies will not be entirely closed, but will pave the way for the British Columbia trip being made next year.

RAILWAY RATES.

PRINTER AND PUBLISHER would like to see the association put forth a strong effort to secure a better rate from the railways than that now enjoyed. Year by year the number of passes used by newspaper men grows smaller, and the amount of free notices and general advertising given to the railways by the papers grows greater. No adequate return is made for this in the two-cent rate given to the members of the Press Association. A vigorous movement to secure just treatment would probably result successfully.

INSURANCE RATES ON PRINTING OFFICES.

At the last meeting of the Canadian Press Association a deputation, consisting of T. H. Preston, Brantford Expositor; J. B. MacLean, first vice-president; W. J. Douglas, of The Mail and Empire, and C. W. Taylor, of The Globe, were appointed to wait upon the Ontario Association of Fire Underwriters, relative to the rates of insurance on printing office properties. The interview took place on the 6th inst. at 2.30 p.m.

Mr. Preston stated the case for the association. He quoted from the tariff the present rates of insurance on printing offices to show that printers are rated higher than ordinary users of power, and stated that in the last few years there had been an advance in the rates, amounting in class A No. 1 risks, to a jump from 65 to 75c. on buildings, and 90c. to \$1.10 on con-

tents where there is no power; and from 85c. and \$1.15 to \$1.15 and \$1.50 respectively where power is used. He also quoted from a letter of an insurance company to show that printing offices are regarded as very bad risks. What is the objection to printing offices? Is it moral? (The members of the association gave a most emphatic "No.") Can it be that printers, more than other people, are suspected of incendiarism? (Again came an emphatic "No.") What, then, is it? Is it that printers are more careless and slovenly than other people?

Mr. Taylor—"That's partly it."

Mr. Preston—"But we contend that there is nothing in the business which requires printers to have dirty and dangerous premises. Some are more careless than others, just as some dry goods merchants are more careless than others, but we think it unjust your putting a tax on the whole class for that reason."

The president remarked that they had to go upon the general record of printing offices as shown by the fire losses.

Mr. Preston, continuing, said another objection was the one of benzine, but here again he found a discrimination against printers, because while other people were permitted to have a gallon of benzine on the premises, printers were only allowed to have one day's supply, to be kept in certain costly and specified quart cans. In his own office he doubted if a day's supply exceeded a half-pint, and yet if he had to comply with the regulations, he would have to send out every morning for this small quantity. In other words, printers were taxed for the use of benzine, and then deprived of any substantial advantage from its use. He suggested that printers who would forego the use of benzine should be given some concessions.

Mr. Taylor remarked that other people were permitted to have a gallon of benzine on their premises, but they did not use it as printers did.

Mr. Preston finally took up the objection that statistics were said to show that printing offices were unprofitable risks. The figures, of course, the deputation could not obtain access to, but he argued that printing offices were not necessarily inflammable in their nature, and doubted not that most of the fires arose from causes common to all properties and not to printing offices alone. Coming to the recommendations of the deputation, he stated that they asked that printing offices should be more specifically rated, so that the good should not suffer with the bad, and that a return should be made to the old rates formerly in force.

Mr. J. B. MacLean spoke of the great improvement in printing offices in recent years, and for which they should be given credit, and he answered references made to the frequency of fires in Montreal and Toronto by pointing out that The Montreal Witness had not had a fire in fifty years.

A very free exchange of views followed, in which most of those present took part, the general answer on the part of the underwriters to all objections being that printing offices had been found to be bad risks.

The president stated that the entire subject would be carefully considered. The suggestion had been made that some concession might be offered if the use of benzine were discontinued, and this would be considered. The question of specific ratings for printing offices had also been before them, and though this association had no power to decide the question,

he would promise that at the next annual meeting of the Dominion Association the whole matter would be taken up.

The members of the deputation, after thanking the association for an extremely courteous reception, then withdrew.

EXIT THE SABISTON LITHOGRAPHIC CO.

THE old Sabiston Lithographic Company, which has been in difficulties for some time, formally gave up the ghost about three weeks ago, when the estate was bought in by a committee of the chief creditors, among whom were The Gazette Printing Company, the landlord, the Canada Paper Company, and others. The old company was capitalized at \$200,000, and the shareholders in the capital are practically wiped out by the sale. The assets consisted of book and other debts to the extent of \$50,000, of which only \$10,000 was considered good, and a plant valued at \$70,000. Since the sale the committee have been in negotiation, with the object of forming a new company. This was consummated on Wednesday, the 13th, and, with the new outlook, a profitable future seems assured. The title of the new company has not yet been decided upon, but it is expected that it will be known as the Montreal Lithographing Company. It is capitalized at \$100,000, of which the Toronto Lithographing Company has taken half, and the balance is subscribed by some leading Montreal capitalists. The new company will be operated entirely as an independent concern, and will not, as one of the Montreal dailies asserted, be a side-show of the Toronto business. It is intended to thoroughly overhaul the plant and make the establishment second to none in the country. Mr. Heath, of Toronto, is at present in Montreal looking after the organization of the new concern.

A HANDSOME OFFER TO PRINTER.

Buntin, Gillies & Co., Hamilton, have on hand a large stock of the heavy writing paper on which the ballot papers for Dominion elections must be printed, as prescribed by the Election Act. They have also the cuts (mortised for insertion of candidates' names) and offer to supply these free to all printers who favor the firm with orders for paper. The form of the cut is shown in their advertisement on page 21 of this issue, the one used being for two candidates; where three or more candidates are running additional parts will be supplied.

The paper for ballots comes in 14x17—18-lb. at \$1.60 per ream, and in 17x22—30-lb. at \$2.40 per ream. Paper must be as heavy as this to comply with the Act.

AN INTERESTING LEGAL POINT.

Judgment has been delivered by Chancellor Boyd for the Divisional Court, in the case of Rose vs. MacLean. This was an action against the publishers of The Canada Bookseller and Stationer for infringing the title of plaintiffs' paper, The Canadian Bookseller and Library Journal, the title of the former having been changed to its present name from Books and Notions. The question in dispute was whether the MacLean Publishing Co. could use the term Canada or Canadian in conjunction with Bookseller. The court decided that the plaintiffs had no proprietary right to the word Canadian, which was a geographical term and used by defendants to denote that their paper was published in and related to Canada. The action for an injunction was, therefore, dismissed and the appeal of the defendants allowed.

NEW ADVERTISING MANAGER.

R. F. ARMSTRONG, general agent of the Grand Trunk at Halifax, has been appointed advertising manager of the road. He will reside in Montreal. Hitherto this department has not been systematically conducted, but under the energetic management of Mr. Davis, the new general passenger agent, the work should be done intelligently and effectively.

Mr. Armstrong is a well-known writer of tourist literature. His work is not of the guide book style, but reads like a story and awakens the curiosity, and this is what draws the tourist.

That the Grand Trunk is waking up in this respect is shown by some advertising schemes they have worked recently. In the Windsor Hotel, Montreal, is a six-pound speckled trout in a most attractive glass-fronted frame. The trout has just been hooked and is apparently being played in the water, which is represented by a painted and decorated background. Above is the sign: "This trout has been caught on the line of the Grand Trunk Railway." One will always in future associate good fishing and big trout with the Grand Trunk, and when one wants to take a holiday he is certain not to overlook the G.T.R. tourist books. It is to be hoped they will continue this work. Canada has never been properly advertised as a summer resort and for hunting and fishing, nor have these resources been properly preserved and developed. It is estimated that fully \$10,000,000 were left by American tourists in the State of Maine last year. Canada could easily command much more than this of American gold annually if we looked after it properly and made a business of it.

A TRIBUTE TO THE GALLERY MEN.

Montreal Herald

PRINTER AND PUBLISHER says: "One hears a good deal of sympathy for the tired members of Parliament during the continuous sittings of the House of Commons. A far severer strain is that imposed on the newspaper men in the gallery. The members appear to be qualified for duty when they can work their jaws only. The correspondents have to work their brains." This is a little hard on the members, because the debates during the protracted session showed, under peculiarly disadvantageous circumstances, a very surprising excellence, falling off somewhat, of course, during the middle hours of the morning, but preserving a general tone that, on the whole, was highly creditable to Parliament. But as to the severity of the strain put upon the correspondents, PRINTER AND PUBLISHER is, as usual, well informed. And the whole country can bear testimony to the zeal and ability with which these young men, working for journals of every shade of political opinion, fulfilled their duty to their readers. The country owes the correspondents a vote of thanks.

THE WEDDING SEASON.

The June wedding season will be here shortly and printers should have the latest designs in invitations and announcements. The sample books of Buntin, Gillies & Co., Hamilton, contain these.

CAN YOU TELL HIM?

Mr. John A. Stow, 28 Broad street, Victoria, B.C., writes to PRINTER AND PUBLISHER. "Please let me know who manufactures waterproof cardboard, such as used for out door advertising."

MR. MORLEY ON THE BRITISH PRESS.

CONDENSED FROM THE LONDON TIMES

AT the 15th annual dinner of the Press Club in London, April 27, Charles Williams presiding, about 250 persons sat down. Lord Wolseley, in replying for the Army, said it was the press of Great Britain that had enabled the carrying out of the late Lord Cardwell's reforms, which had converted the Army from a scattered collection of units into an effective military and fighting machine. The Army owed a deep debt of gratitude to the press.

Mr. Morley proposed a toast to "The Press Club," and said that the club represented the great body, both in London and the provinces, of working journalists. He was glad to be reminded that he was once of their profession, and he looked back to those days with considerable pleasure and satisfaction. He remembered a little semi-professional episode in his life when, ten years ago, while he was writing a leading article, he received a summons from an illustrious man who was then making a Government, and who did him the great honor to offer him a seat in his Cabinet. (Cheers.) They would agree that that was a moment for some agitation and perturbation; but the professional instinct was so strong that as soon as he had heard the proposal and dealt with it, he went back and finished the leading article, and he believed that the grammar and the sense of it were fully up to the usual mark. (Laughter.) It was, too, delivered punctually. The energy, the enterprise, the public spirit, and, he would add, in spite of occasional lapses and backslidings, the conscience of journalism had, in his judgment, never been higher than it was to-day. (Cheers.) He rejoiced to think that in the press of this country there was no kind of concession to that morbid feeling—he would almost call it that disastrous feeling—that the House of Commons was a declining or a fading power. A question had been raised whether the press was stronger and more influential in the country than the House of Commons. Having tried both (laughter), it seemed to him, with all respect to the majority of those present, that it was a mistake to suppose that the press was stronger than the House of Commons. That the press had enormous influence nobody could deny, but, nevertheless, the sovereign body in this country—with all respect to the members of the House of Lords—was not the press, was not Parliament at large, but was the House of Commons, and must remain the House of Commons. There was a curious professional remark which he would like to venture to make, and that was: How did it come about that in areas in the country where the journal of the widest circulation and of the best established position took one view they constantly found the Parliamentary representation, the political opinion, of those areas entirely different from that which the leading journal expressed? (Cries of "No, no") It would be very invidious to go into any detail (laughter), but he submitted the point as worth considering when they took stock of the power of the press. He remembered that Mr. Bright—that admirable man, that great citizen—used to say that he every morning read the newspapers studiously, and that he could not conceive a stronger duty for a citizen than that he should acquaint himself with the facts which the morning newspapers presented to him. There was another school of politicians who said that ten minutes in the morning was about enough to get the threads of what was going on, and that during the course of the day one gathered from friends all that was really important for one to know. He

had looked at the morning papers that day as usual. They were all, fortunately or unfortunately, London papers, because he read these early. The Times that day contained 20 pages, of which a considerable proportion consisted of advertisements, but there were, he thought—he made a rough calculation—between 55 and 60 columns of news—not, he hoped, illegitimately expanded. (Laughter.) Then there was another journal of a lower price than The Times, but not at all inferior to The Times in the wide scope within which it cast its net—The Chronicle—which had that day about 50 columns of news. That was a very extraordinary mass of information, most of it of considerable importance. Some of it, no doubt, certainly did not interest him personally. (Laughter.) There were items—which, he was informed, attracted an enormous number of people—about events, fixtures and finals. They did not touch him, and he was not particularly glad to see them there. There was an insatiable curiosity on matters of personal detail which he was sure they all regretted quite as much as he did, although they felt bound to satisfy it. There was, however, one consolation for him, a bookman—that was, that whereas when he first began journalism a book was reviewed in a morning paper casually—once in half a year—one of its most popular features now was a careful survey of all the work done in literature, art and music; and this exercised higher faculties of the human mind than even those events, fixtures and finals.

The chairman, in reply, said he was sure that the great bulk of the members of the Press Club were worthy of the name of working journalists, as they had just been described by Mr. Morley. The Press Club, however, did not pretend to be the press. It was an association of the working men of Fleet street, all of whom it would gladly welcome. The club had in the 15 years of its existence assumed a status which he, for one, scarcely expected at the beginning.

A DEFENCE OF BIG SUNDAY PAPERS.

Gen. Charles H. Taylor, of The Boston Globe, says of the Sunday paper: "The size of newspapers, especially on Sunday, seems to trouble a great many people. Speaking in a business sense, the Sunday paper in particular is the one bargain at which people kick because they get too much for their money. There are various reasons why papers have grown larger, and will continue to in the future. They have been growing in size pretty steadily from the beginning, and the man who calls for a small newspaper does not realize how limited, how contracted, and how uninteresting the small, compact journal for which he moans was in its prime. It is not intended that every reader shall devote his time to reading the entire contents of a Sunday paper any more than he should begin with the bill of fare in a popular hotel and eat every dish thereon enumerated. There is a convenient table of contents, and he is expected to select that which he will enjoy the most and devote his time to it, and the paper is now so varied outside of the news of the day by contributions from novelists, from scientists, from men and women in every profession and every rank of life, that all tastes can be met, and the general tendency is to improve, and elevate, and instruct the people who read. The best evidence that the size of papers, which causes so many groans, is not a mistake, is shown by the fact that the largest editions are bought in constantly increasing numbers by the people of the United States."

NEWS OF THE MONTH IN BRIEF.

ONTARIO.

MR. ANDREW PATFULLO, of The Woodstock Sentinel-Review, has returned from a holiday in the south, where he went to wear off the effects of an attack of grippe. He is much improved in health and is in pretty good shape for the election campaign.

Mr. George M. Winn, of The Aylmer Express, has become business manager of The Niagara Falls Record.

Mr. John McLean, eldest son of Mr. J. W. McLean, publisher of The Picton Times, died recently from pneumonia. Deceased, who was very popular, acted in the capacity of reporter, editorial writer and financial manager of The Times.

Mr. W. F. Traves has retired from the position of editor and proprietor of The Port Hope Evening Times, but still retains an interest in the paper. The enterprise is now under the control of The Times Co. (Ltd.), with a capital stock of \$24,000. Mr. W. H. Robertson will assume control of The Times until a charter is procured for the new company, while the editorial department will be managed by Mr. W. S. B. Armstrong.

TORONTO.

D. Gregory, of The News reportorial staff, is going to The Star.

Horace Wallis, Ottawa correspondent of The Mail, is at headquarters during the election campaign.

President Brierley, of the Press Association, took in the Horse Show on his way home from Montreal.

John Lumsden, foreman printer of the defunct Empire, has accepted the foremanship of The Presbyterian office.

The Orono News has resumed publication after the fire, which destroyed the entire plant, including books and mailing lists.

The Port Hope Daily Times will employ several young women in their office as type setters. Several vacancies are now open to be filled by young ladies.

Rev. A. C. Courtice, editor of The Christian Guardian, is restored to health again. During his absence the assistant editor, F. Clement Brown, ran the paper.

Mr. John S. Wilson, the well-known representative of Messrs. Geo. Mather's Sons, printing and lithographic inks, was in Toronto the middle of last week on his regular monthly visit.

MONTREAL.

Chas. F. Shea, of La Presse, died lately of pneumonia. He did the English advertising for M. Berthiaume.

The Soir has for editor M. Hellbronner, late of La Presse. T. St. Pierre, late of The Herald, is also on the staff.

George M. Macdougall, of The Herald staff, has gone to Jamaica to take a reportorial position on Gall's Daily News-Letter, Kingston.

MARITIME PROVINCES.

Semi-weekly papers are blooming out all over Canada.

W. D. Dimock is a candidate for the Commons for Colchester.

Bridgewater, N.S., is to have a new weekly paper, making three for that town.

A Nova Scotia paper offers a Brantford bicycle for 150 new subscribers at 60c. each. Subs., \$90; hike, \$90: blank paper

for the year, \$22; presswork and mailing, \$10. Where is the profit? Echo answers?

The new Halifax daily, The Empire, will not be published until after the elections.

The Pictou Standard, now issued as a semi-weekly, is offered for the balance of the year for only 50c.

T. H. Radford, representing David McFarlane Co., Montreal, has been booming trade in the provinces.

The Tribune, the new Liberal daily at Springhill, N.S., is a bright little sheet. The registered publishers and editors are Macdougall & McCoy.

Summerside, P.E.I., has now a daily paper, The Daily Journal, published by W. A. Brennan, proprietor of The Journal (weekly) and Agriculturist (weekly). There are two other weekly papers printed at Summerside, The Pioneer and The Island Farmer. Summerside is only a small town, less than 4,000 inhabitants, but its newspapers seem to flourish. Prince Edward Island, on the whole, seems to be a good field for newspapers. Its population of 110,000 supports four dailies, two tri-weeklies and eleven weeklies, one of the latter being a French publication. The new candidate for public favor, The Daily Journal, is well printed and newsy. The publisher, W. A. Brennan, has made a success of weekly journalism, and if he does not make a success of the daily it will not be his fault.

MANITOBA AND THE WEST.

Arrangements are being completed to issue a daily edition of The Assiniboian at Saltcoats.

The Dauphin Pioneer-Press, just issued, is a six-column, four-page weekly, well supplied with local news.

R. P. Pettipiece retains control of The South Edmonton News, and has cancelled the non-completed plan to sell out.

R. H. Holmes is travelling through the west in the interest of The Toronto World, and will go to the Coast and on to Alaska.

An independent Liberal paper is under way at Neepawa, the promoter being Alex. Dunlop, for many years with The Winnipeg Free Press.

J. T. French, editor of The Virden Banner, has purchased The Banner plant from the former proprietors, and intends to make improvements in the paper.

The Edmonton Herald (established by J. J. Young, of Calgary), has been purchased by Art. Johnston, an experienced newspaper man, late of Calgary, and formerly of Portage la Prairie.

The Victoria Colonist's special trade edition was historical, pictorial and statistical. The Colonist was started by Amor de Cosmos, ex-M.P., in 1858 to oppose the Hudson Bay Co. influence.

Mr. William Trant, of Regina, has established the Northwest Territories Press Bureau at the Northwest capital, with the object of supplying news and other journalistic matter to the papers of the English-speaking world.

The officers of the Winnipeg Typographical Union for the ensuing year are: President, R. E. Bird; vice-president, J. B. McCracken; treasurer, Geo. H. Moore; recording secretary, C. A. Hawley; financial and corresponding secretary, A. W. Puttee; executive committee, J. B. McCracken, G. McGregor, A. M. Gossel, C. W. Raynor, G. Pingle, delegates to the district convention at Fargo, A. M. Gossel, C. C. Stuart.

RESULTS OF LIBEL SUITS

OTTAWA JOURNAL VS. MACLEAN.

The somewhat noted libel suit of The Ottawa Journal vs. MacLean is ended, Mr. MacLean, who lost the case in several courts, having decided not to appeal further. The suit involved an important principle as regards joint stock companies.

In the Ottawa municipal election for 1894, The Evening Journal opposed the re-election of Ald. Alex. MacLean on the ground that he had been the leader in a sacrifice of the street railway franchise. Ald. MacLean (formerly of the Queen's printers, MacLean & Roger) was re-elected in spite of The Journal's opposition. Considering himself unjustly attacked, he published a column letter in another paper, pitching into The Journal as a paper of cranks and fads, and also hinting that it was "corrupt," "purchasable at ten cents a line," and an example of "a prostitute press."

The Journal Printing Company sued for damages. Mr. MacLean made no attempt to prove that anything he said was true. His defence was twofold: First, that there was no proof he meant The Journal when he spoke of newspapers being corrupt or purchasable; secondly, that a joint stock company, a soulless thing, could not libel anybody, and conversely could not be libeled or sue for libel. Dalton McCarthy, who defended MacLean, asked: "Can a joint stock company commit murder, or incest? Would there be any libel in accusing a joint stock company of incest? Is there any libel in accusing it of corruption?" He was able to support this by several apparently strong English precedents.

The first trial came on in Ottawa March 14, 1894. The case did not reach the jury. Judge Falconbridge took Dalton McCarthy's views and non-suited The Journal.

The Journal appealed to the Queen's Bench Divisional Court, and got Judge Falconbridge's ruling upset, despite Mr. McCarthy's able advocacy.

A second jury trial commenced in September, 1894. The jury disagreed.

A third jury trial took place January 17, 1895, when a verdict was given for The Journal for \$200 damages and full costs.

Mr. MacLean appealed to the Divisional Court on the old ground that a joint-stock company could not sue for libel upon a charge of corruption. The Divisional Court dismissed the appeal.

Mr. MacLean carried the case to the full Court of Appeals, and last month the Court (five judges sitting) unanimously confirmed the judgment.

Thus is established a valuable precedent: that a company, as well as an individual, has a right to vindicate its business reputation. Mr. P. D. Ross, publisher of The Journal, in speaking of the case, says he was influenced to take the action against Mr. MacLean because, in several previous times of civic excitement in Ottawa, some of the reckless speakers at public meetings were given to alleging that the city papers were at the call of any man with money, and when a responsible man like Mr. MacLean published them deliberately, Mr. Ross thought it time to give someone a chance to prove something. As already said, Mr. MacLean made no effort to do that. The suit will cost Mr. MacLean about \$2,000. The Journal comes out about even.

VICTORY FOR A NEWSPAPER.

The case of Customs Officer Corless, against The Star, of Montreal, is one of the first great vindications that the press of the Province of Quebec has secured in recent years. In previous cases of the kind the tendency has generally been to side against the newspaper, no matter what the merits of the case, but in this instance the learned judge, who made the able charge to the jury, spoke strongly for the newspaper. One notable paragraph in the charge that will be interesting to newspaper men was as follows: "Do not be led away by the idea that they (the statements) have all to be proved if they have been substantially proved. In more than one instance it has, as it seems to me, been reasonably established, that he used his revolver in a threatening manner, that his demeanor was worthy of censure, and that he sought to intimidate these parties. If this has been proved in two or three instances you could not say that it had not been substantially proved, simply because every detail had not been fully established."

Judge Davidson evidently thinks that straw splitting is not to be indulged in when a matter of public interest is at stake, and he is right. In how many other cases, however, has not the strict letter of the law mulcted a deserving newspaper of damages, simply because its statements were only too true. The substance of the jury's finding was that the plaintiff, Corless, was not libelled or defamed; that the statements in The Star were true; that the statements were published in the public interest, and that the plaintiff had suffered some damage, but not to any considerable extent. Mr. Graham, the courageous publisher, and Mr. Dalby, the editor, are to be congratulated upon the way in which they fought this case, in order that the right of a newspaper to criticise the conduct of a public officer might be established. The result is a victory for the Quebec press generally.

NEW CUTTING MACHINE FOR BOX MAKING.

A NEW, very suitable punching machine has been constructed by the well-known firm of Karl Krause, Leipzig, principally suitable for card-box makers. This machine is used for any kind of punching in card-box work, and can be adapted as well for treadle as for other power. It works quickly, easily and exactly. It will be chiefly used for corner cutting, and adopted by all manufacturers where time and wages are a factor, for, with this machine, can be cut two corners at a time. The machine being organized for shears-like cutting (through upper and under knife) the cut will be extraordinarily clean and even. In order to demonstrate the various applications of this machine the following are some of its uses: Corner cutting of any form, viz., right-angled, acute-angular and fancy corners, incisions in boards, cuts of round, oval or any other form, the so-called automaton boxes for the automatical selling apparatus, the folding boxes, etc. Some of these new machines are in stock in the works of Karl Krause, to be inspected and tested, so that personal inspection is invited.

The Brantford Expositor's "business men's supplement," issued April 25, had all the earmarks of enterprise. The views of the leading local advertisers are given in brief paragraphs, accompanied by photographs of the men themselves. All endorse advertising, state they have had results, and speak well of The Expositor.

IS A SHEET OF BLANK PAPER A LIBEL?



WALTER C. NICHOL,
Chief Editor of the new paper
at London.

THE English law of libel, or the judicial interpretation of it, says The New York Sun, "is a strange thing. A firm of publishers in London and two or three eminent legal experts have recently been struggling with the problem whether a sheet of blank paper with a man's name at the top of it is libellous. Opinions were divided, and, in order to be on the safe side, the publishers have assumed the affirmative answer to be correct." The point, says The Sun, arose in this way:

"Stuart Cumberland, the thought-reader, is just bringing out a book entitled 'What I Think of South Africa.' The author discusses pretty much everything of interest in that very obtrusive section of the globe, until there comes a chapter about the man who, after all, embodies the whole of South Africa in his own personality. The chapter is entitled 'What I Think About Cecil Rhodes,' and it consists simply of a blank leaf. The publishers had retained the right to reject anything in the manuscript which they might consider libellous, and, some doubt arising in their minds, they submitted the question to two firms of solicitors who make a specialty of libel law. One held that the blank sheet was perfectly innocent, the other declared that it was undoubtedly libellous."

PAPERS GIVEN AWAY.

St. Paul now has a free Sunday newspaper. It is called The Day of the Week, and is delivered by carrier system. The publishers are the Banning Advertising Co., and they make a sworn statement of 30,000 local circulation. Similar ventures have been made in other cities, but the difficulty of making people appreciate anything which costs nothing has been usually so discouraging that their projectors have soon retired from the struggle.

HELD OVER.

The useless session of Parliament is over, and nothing was done in the matter of copyright. That subject, with several other business questions, was postponed, while the politicians talked themselves hoarse on the school issue. Now we are in the throes of an election campaign, and as the politicians do not see many votes in copyright they will not talk much about it. It is not probable that much will be said on the matter during the contest. Mr. Edgar, who understands copyright thoroughly, may have something to say, but in the main silence will reign until Parliament meets again in July, when we hope the struggles between parties will not prevent final action being taken. The Copyright Association know their business, and when the opportunity arrives will seize it.

DELIVERY AND CIRCULATION.

The Woodstock Sentinel-Review has lately inaugurated a special outside delivery by horse and rig, and announces that this has sent up the circulation several hundred. Our contemporary says: "Under this new arrangement the papers are delivered along the Beachville road and throughout the village wet from the press, while the daily is delivered simultaneously in Ingersoll and Woodstock. . . . A score or more lads

who attend school in Woodstock and Ingersoll can quite a weekly wage delivering this best of all dailies to their customers --and every reader has his copy before six o'clock. The last copy of the paper is delivered on Mill street, in Woodstock, before 5.30. . . . The subscribers along the road have placed boxes in which to drop the paper, but a few hints as to this might facilitate the delivery. Every customer should first of all place his box in a convenient place, where the paper can be easily dropped into it without getting out of the buggy. And then all boxes should be of a good size and covered in case of wet weather."

LOW-PRICED NEWSPAPERS.

In Pittsburg, Boston and Chicago we have even now newspapers that can be bought on the street for a cent a copy, although the paper they are printed on costs at least one cent and a half, not to mention printers' ink, printers' pay, reporters' pay, office rent and the cost of telegrams. How in the world can they afford it, and, besides, allow the newsboy a discount of 50 per cent.?

The advertising manager can answer that question: and the time is near when metropolitan papers full of good illustrations and entertaining stories and news from all parts of the civilized world will be distributed free, merely on the chance of attracting the reader's attention to the advertising columns. In the ardor of competition, rival publishers will go even further and furnish free files and free carriers to distribute their papers to hotelkeepers, barbers, grocers and depot managers, who agree to display their copies in conspicuous places. Advertisements will flutter from treetops of free pleasure resorts, and from the mastheads of free excursion boats, and even the clouds of the firmament will be pressed into the service of the placard agencies.--Felix L. Oswald, M.D., in The Youth's Companion.

The Halifax Observer is a new 8-page monthly devoted to Catholic interests, and printed by J. F. Power, Barrington street.

The Alberta Tribune has changed hands, Mr. F. H. Turnock severing his connection with the paper. Mr. W. L. Bernard is the new editor. He has already had experience in this line, and brings with him a wide business experience.



"I SAID IN MY HEART, ALL MEN ARE LIARS."

THE CIRCULATION QUESTION.

COPIES of the following correspondence are being sent to advertising experts, and the newspaper fraternity will be interested in it:

Offices of The Daily and Weekly Star,
163 and 165 St. James street,

MONTREAL, April 15, 1896.

DEAR SIRS, -You get credit for being shrewd advertisers, and we have no doubt you deserve the name.

You will assuredly feel an interest in the inclosed correspondence with The Montreal Star. Yours sincerely,

GRAHAM & Co.

Offices of Advertisers Guarantee Co.,
218 La Salle street, Chicago.

Circulation of publications guaranteed and bonded by a trust company.

CHICAGO, ILL., March 28, 1896.

Publisher Star, Montreal, Can. :

DEAR SIR,—Do you recognize the importance of a large circulation?

Do you believe all publishers are honest in their circulation statements?

Do you believe honest publishers should "train" in a class by themselves and furnish undisputed evidence of circulation?

Do you believe a statement of your circulation, supported by the sworn report of expert examiners, and guaranteed by a bond in the penal sum of \$50,000, worth its face, would help you as against the unsupported statement of your unworthy competitors?

Do you believe advertisers would spend more money in such a class of papers, as against publications of doubtful standing, as to circulation?

Would not a large amount of the money now expended in bill board and street car ads. be diverted to the coffers of the newspaper if the advertiser were convinced he was getting the circulation claimed?

Are you sufficiently interested in this subject to write us your answers to the foregoing questions?

If you are, we will inform you fully regarding our aims and purposes.

ADVERTISERS GUARANTEE Co.,

J. W. McCauley, Manager

Offices of The Daily and Weekly Star,
163 and 165 St. James street,

MONTREAL, April 6, 1896.

Advertisers Guarantee Co., 218 La Salle Street, Chicago, Ill.

GENTLEMEN, -Replying to yours of the 28th ult., we may answer categorically:

We believe all publishers should be willing to furnish undisputed evidence of circulation, and that all advertising contracts should be based upon the truth of such statements, practically putting the publisher under compulsion to prove his figures. The Montreal Star makes no restrictions to advertisers' rights in this respect.

We believe statements of circulation, supported by sworn reports of expert examiners, and guaranteed by bonds, would help reliable publishers against unsupported statements of unreliable publishers. The Montreal Star gladly supports the bond guarantee plan.

We believe advertisers would ultimately spend more money in papers thus supported than they would otherwise do, because they could intelligently discriminate and save vast outlays misdirected. The Montreal Star believes honest publishers should help to protect advertisers against deception.

We are satisfied publishers who make honest statements of

circulation suffer from the fact that a large number of publishers are known to issue deceptive statements, and as a result publishers as a class become discredited. The best papers suffer to some extent from this general reputation. The Montreal Star believes honest publishers are themselves to some extent to blame for the prosperity of deceitful publishers.

We have always favored a compulsory law obligating publishers to publish regular statements, subject to severe penalties for misrepresentation. The Montreal Star offers to pay a large share of legitimate expense in procuring such legislation.

Yours truly, (Signed), GRAHAM & Co.

HOW MUCH FOR THE INK?

WE recently asked a pressman how much ink it took to print a certain small job. "Well," said he, "the practice of weighing the ink for every little job is dead long ago. Ink is so cheap; and then nobody ever asks us what the ink is worth now." "But," we persisted, "about how much do you think it would take to print the job, in ounces or pounds?" "Oh, I don't know," he answered; "we never think of such a thing nowadays. It takes about a tablespoonful to ink the rollers in the first place; we then add the ink necessary until the job is done. As to the quality of ink used, customers know nothing about it, and the printer doesn't buy any better ink than he is obliged to."

He then related an instance where another printer sent in a periodical to be run off in the office he worked in, because his own presses were all engaged. The order for the job called for a certain quality of ink to be used; but when the forms came, a can of ink accompanied them which cost less than one-quarter of the price specified in the order.

When expensive ink is used, whether the job be for a short run or for thousands, the safest plan is to weigh the can before opening and again at the end of the run. For colored work especially ought this plan to be adhered to. How else can a strict account be given of the cost of presswork? A "tablespoonful" is without meaning to the printer. Either it is a pound, \$1. or it is one ounce, 6¼ cents. Newspaperdom.

NOTES FROM ABROAD.

Journalism will soon be a recognized subject for instruction in the French Universities. A chair of journalism has already been erected and endowed in the Roman Catholic University of Lille, and M. Eugene Favemier, one of the present editors of The Paris Univers, has been offered the post of first professor of this newly recognized branch of the faculty of letters.

Sir George Newnes' new daily in London is called The Daily Courier. It eschews politics, is illustrated, and the editors are W. E. Hodgson and L. F. Austin.

London's latest financial paper is The Shareholder. It is to be a sort of financial Review of Reviews, and will condense all that is best in all the financial papers. It will, besides, have special market reports of its own, and special correspondents in the Transvaal, Rhodesia, Westralia, and Colorado.

ENTERS SUIT.

Dr. W. F. Eastwood, of Claremont, is not satisfied with The Whitty Chronicle's explanation of its comments on the Alger case, and has taken suit for \$10,000 damages. The Chronicle's explanation strikes one as quite fair and frank, and no jury will award damages after its evident desire to deal justly with the doctor's complaint.

ESTABLISHED 1816

INCORPORATED 1875

GEO. MATHER'S SONS

29 Rose Street

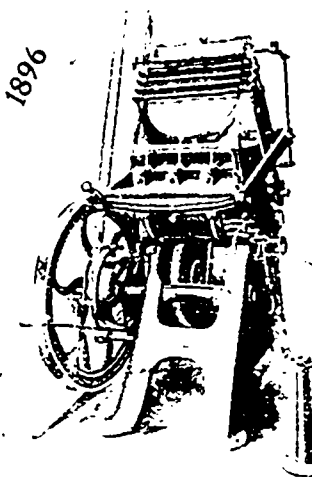
NEW YORK



PRINTING AND
LITHOGRAPHIC
INKS

VARNISHES AND
PLATE OILS

There are Others!



Don't buy another platen press until you first examine the merits of the

Perfected Prouty.

There is no use of rushing headlong into anything or believing all that is told you. Hundreds are using our presses, and will use no other. There is something in them for you.

Send for our New Catalogue just out.

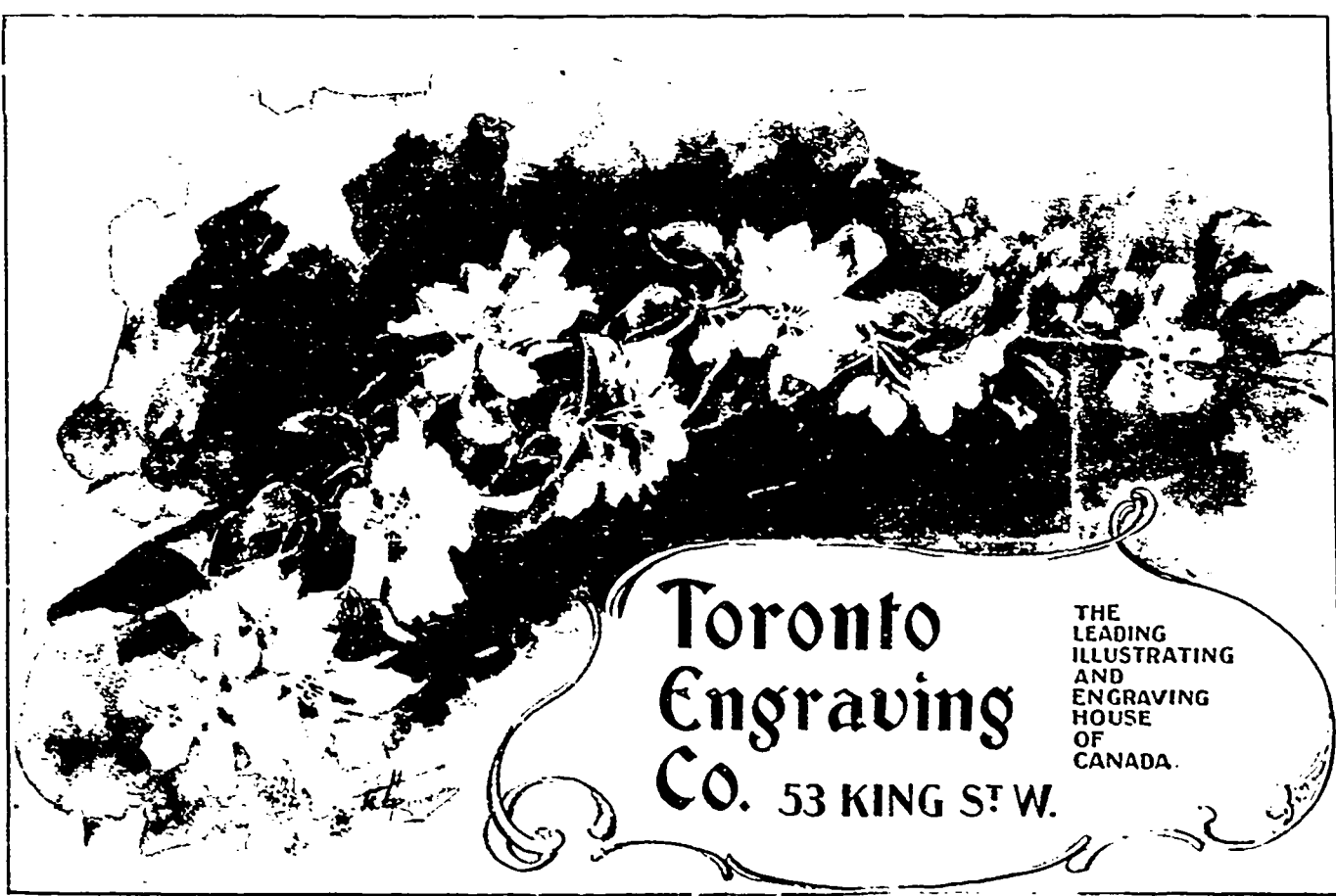
George W. Prouty Co.

100-102 High Street,
Cor. Congress

Boston, Mass.

7 X 11 10 X 15 9 X 13 12 X 18

FOR SALE BY
STANDARD TYPE FOUNDRY
Chicago, Ill.
ST. LOUIS TYPE FOUNDRY
St. Louis, Mo.
PALMER & IRBY
San Francisco, Cal.
DOBSON PRINTERS SUPPLY CO.
Atlanta, Ga.
PRESTON-FIDDIS CO.
Baltimore, Md.
WOOLF SEWMAN, London, Eng.
PAUL PLUM, Havre, France



Toronto Engraving Co.

53 KING ST. W.

THE
LEADING
ILLUSTRATING
AND
ENGRAVING
HOUSE
OF
CANADA.

Columbus No. 2

PATENTED

Columbus Initials

30 POINT	\$2.00
48	3.00
60	4.00

60 POINT

3A 4a \$12.35

Cash ONE

36 POINT WITH 60 POINT INITIALS

LOUD Song

48 POINT

3A 5a \$9.35

FINE Horses

24 POINT WITH 48 POINT INITIALS

Fashion QUAIN

36 POINT

5A 8a \$9.00

Guarded HOMES

18 POINT WITH 36 POINT INITIALS

ELEVEN Recitations

24 POINT

10A 15a \$7.05

Reward BRAVE Soldier

18 POINT

15A 20a \$9.10

Welcome ROMANTIC Authors

1234567890

B
C
E
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Q
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W

THIS CONTAINS THE MOST
VARIOUS AND BEAUTIFUL
TYPE SETTING OF
THE ALPHABET

The Columbus No. 2 and Columbus Outline make a fine effect when set in different colors and sizes

...American Type Founders Co...

Buffalo, Boston, Chicago, Cleveland, Portland Ore., New York, Philadelphia, Baltimore, Pittsburgh, Cincinnati, Milwaukee, St. Louis, Kansas City, Omaha, Denver, San Francisco

Columbus No. 2—Additional Sizes

12 POINT

25A 35a \$1.25

REIGNING SENSATION

Clothing Sale

The public has learned by experience the extraordinary character of the bargains offered at these sales. It is a pure, unadulterated sacrifice sale, and great reductions are the result. The prices at this store are always reasonable, but at the sale now going on they are astonishing, and no one who really appreciates values will fail to take advantage

December 23, 1958

15 POINT

MIXED DRESS GATHERINGS

..Parlor Games..

**Latest Eastern Society Fads reach the West
Rules and Regulations of the newest forms
of Evening Pastime distributed gratuitously**

Drawing-Room Entertainment

1234567890

6 POINT

35A 50a \$3.25

AUCTION SALE OF REAL ESTATE

Magnificent Location

This valuable property is located in the heart of the business district, on the main street to the Railroad Station, Court House, and City Hall. A superb location for a theatre, hotel, stores or offices, and the building now on the site can be altered at small cost, as its construction is peculiarly adapted for alteration. This is one of the largest corners for sale in the business district, and the opportunity it affords for a good paying investment should not be overlooked by those who deal in real estate. In its present condition the rent for the past twelve years has averaged Thirteen Thousand Dollars per annum. It adjoins the Northern Railway office building, and can be easily converted into convenient quarters for theatrical troupes. This choice realty, which is well adapted for so many purposes, can be inspected every day before the sale, which is

Wednesday, March 28, 1935

8 POINT

30A 45a \$3.50

NEW ENGLISH DICTIONARY

In Four Volumes

Obsolete, foreign and slang words are only given place when need seemed to demand it. In the retention of slang words judgment has been exercised to select only those which have already become a part of the language or which promise to do so. A further saving of space has been accomplished by omitting the etymologies of rare, obsolete, and dialectic words. The arrangement of the definition is very convenient, and greatly promotes a quick fulfillment of the purpose for which a dictionary is made. The style of grouping is much better than that of any other dictionary

13,728 Copies for Sale

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AMUSEMENT PALACE OPENED

Handsome Structure

The New Auditorium opened its doors to the public for the first time on Monday evening last. It has all modern improvements and appliances, it being the desire of the management to have a first-class play-house in every respect. The interior decorations show wonderful skill on the part of the frescoers, while the chairs in all parts of the house are a marvel in the way of upholstery. Special attention has been paid to making the building strictly fire-proof, in which respect it is a wonder

Seating Capacity, 4952

.. AGENTS IN CANADA ..

TORONTO: Toronto Type Foundry Company .. **WINNIPEG:** Toronto Type Foundry
MONTREAL: Dominion Type Founding Company

THE TALE OF A CIRCULAR.

FROM GRIFFIN'S.

THERE comes a time in the life of every business man when he wants to get up a circular. He has been advertising, maybe, in various publications suited to his needs—and has received some returns, notwithstanding that his advertising generally has been done in a slipshod, indiscriminate manner.

The circular craze, however, seizes him. It holds him, too, like a vise, until he has brought to life and distributed a circular or set of circulars. I know, because I've been there.

Like all diseases, this circular craze is contagious. I caught it from a Man with an Idea. He approached me one day, and opened in this way.

"Bully ad. you had last month in The Skirt Gazette, Louis! Looked out o' sight! but I doubt whether that kind of advertising pays you."

"I've always thought it did," I answered. "Anyhow, I get replies. You know, I don't take much interest in the thing. George gets most of 'em up."

"Say, Louis, I'll tell you what I'd do if I were you—get out a circular. That's the only way to reach the buyer direct. What does all this advertising amount to in The Skirt Gazette? I'm going to quit putting my ad. in with a hundred others, and intend to mail a lot of circulars to those buyers whom I want to interest. You can strike just the people you want to, and there's no doubt in my mind that it will be more effective."

Well, he talked me into it; and it was easy for him to do, too, because, as I said before, the circular craze comes eventually to every man, and I must have been just a few minutes ahead of the fit. I went to the office after lunch, and immediately called up George, my bookkeeper, and told him about my scheme.

"Now, rake out some of these cuts," I said, "and let's see what we can do to boom this business a little."

He got out about two dozen cuts, and we picked out four of the best—a jacket, a cape, and two suits, one a decided novelty. We spent the best part of the afternoon writing up an attractive introduction to the little booklet, building up tempting descriptions of the garments, and framing a strong peroration, which concluded with a cordial invitation to write for samples of "these or any other of our best sellers."

The copy went to the printer, with orders to rush it through. I dreamed that night that four postmen were required to deliver the answers and orders we had received as a result of our experiment. Next day we got the proof. Then the question arose, how many shall we send out?

"Four thousand," suggested George, cautiously.

"Why, great Scott, man," I exclaimed, "you haven't room on your ledger for that many accounts, nor half that many!"

"You don't expect an order from each circular, do you?"

"Well, the percentage will be large. Why, you can figure it out yourself. Here we've picked out four rip-roaring values, and every circular that we send out is going directly into the hands of a prospective buyer. He can't help seeing and reading it. We're going to address it to him personally, you know. Why, man alive, two thousand will swamp us with business!"

George discreetly abstained from further argument, and after asking him if he thought two thousand would do, and not wait-

ing for an answer, I decided to issue that many anyhow. I so instructed my printer, and ordered them printed on glazed paper and in a light blue ink.

The completed circulars were beauties, and I was only sorry I hadn't ordered more.

"Here, George," I said, "go out and get two thousand one-cent stamps. And, say, are the envelopes all addressed yet?"

Well, to make a long story short, we mailed them, and I figured up that the total expense of distributing the 2,000 was within a few cents of \$50. That included the cost of the circulars, the envelopes, the stamps, and the time of the boy and George in addressing them. Of course, I was particular to send them to the larger buyers, and many went to my friends in the trade. The following day after they had been mailed the canvasser for The Skirt Gazette came around, and I nearly paralyzed him by saying that I had decided to stay out that month. I was too busy to tell him why, but I intended to show him afterward the vast difference between circular advertising and regular trade paper advertising. I am glad now I didn't.

A week passed. I didn't hear anything by mail from my little booklet, but I was still hopeful. About ten days after it had gone out, Jim Beaverberg, of Kansas City, arrived in town. Jim's a good friend of mine, although I hadn't done much with him for the past two seasons. I had sent Jim one of the circulars, and when he astonished us by coming in and asking to look through the line I immediately attributed his visit to the potency of our little printed messenger.

Jim bought a good-sized bill; he liked the line. He chose, of course, the four garments we had included in the circular. After he had finished, and as he was about to leave, I said, "Well, Jamesy, old boy, what'd you think of that little booklet, anyhow?"

"What booklet? What are you talking about?"

"Why, that circular I sent you!"

"Didn't know you sent one."

"You didn't?"

"No, I get so many of those circulars I never pay any attention to them. You can't depend on getting the goods, and it don't pay to notice them. Say, though, I missed your ad. in The Skirt Gazette this month. That was a good announcement you had in January. I thought I'd come around and see how much truth there was in it."

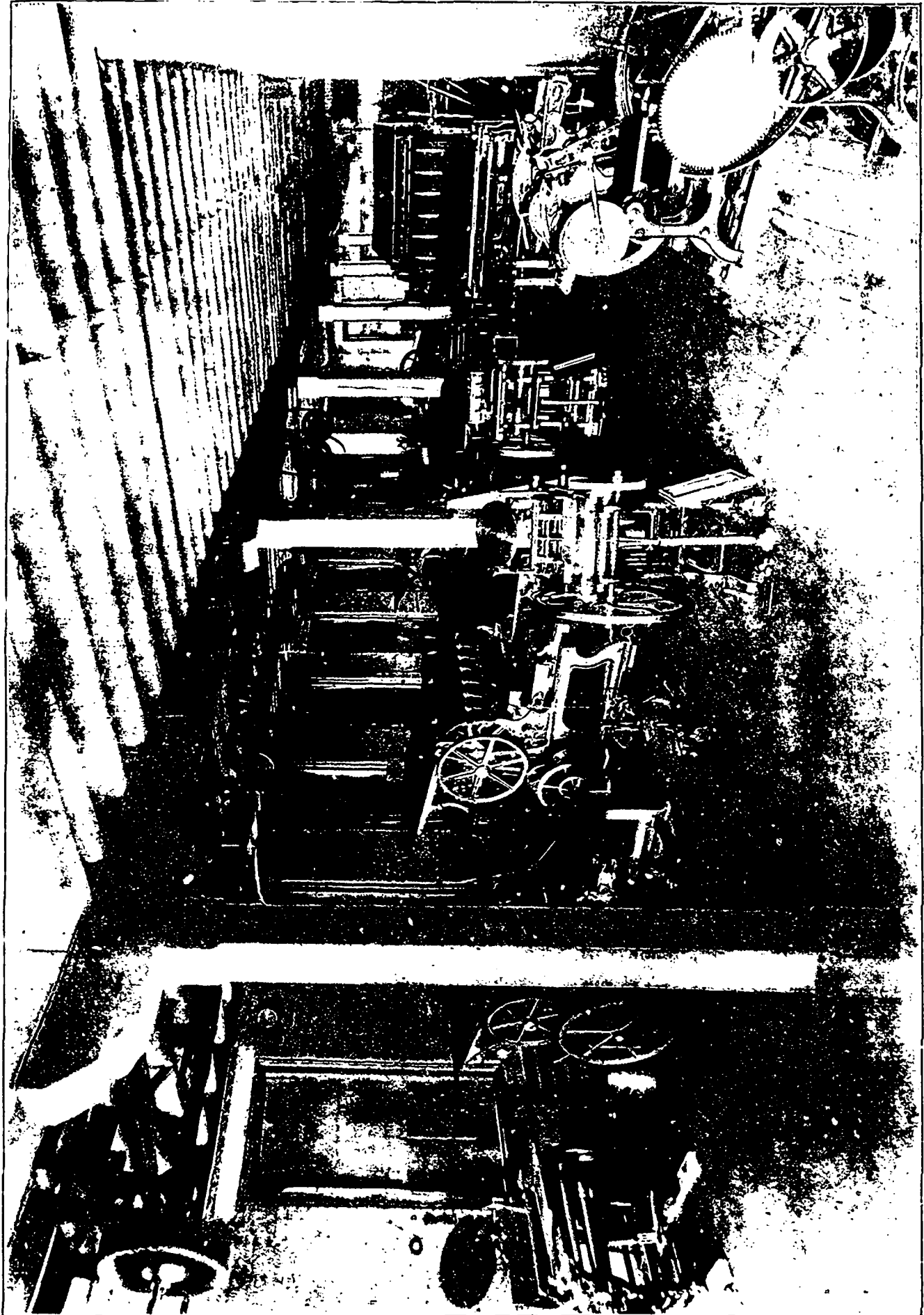
"Yes, we get up some hot stuff occasionally. Couldn't get my cuts ready for February, but I believe in advertising. And The Skirt Gazette is a bright book, too."

"Yes," Jim replied. "A buyer likes to look over it; he always finds something interesting, and oftentimes gets a valuable pointer here and there."

Jim left. A few days later Harry Cheviotte, from Pittsburg one of the closest figurers in the business, and yet a man who likes stylish goods, dropped in. Now, Harry is another good friend of mine, and always gives me a nice share of his business. He makes me meet others prices, though. I showed Harry, among other things, the four garments, illustrations of which I had sent out, and, after passing three, he exclaimed: "That's a go, that suit there; but from whom did you copy it?"

"Nobody," I said, very much surprised at the question. "It is my own idea. Why do you ask?"

"I saw it this morning. What do you ask for it?"



A view of the Tinting Room, where each machine is run by power, after repair, before being shipped.

PALMER'S PRINTING MACHINERY DEPOT
Wellington St. West, — TORONTO

"It is worth \$7.50," I said, naming the price in the circular.

"If you want to sell it to me you'll have to shave off exactly 50c. I can get the same thing for \$7."

I sold Harry a few at that price, and after he had gone I spent a half hour wondering how my circular got into the hands of a rival manufacturer.

During the ensuing week I had more experiences similar to that with Jim Beaverberg. They were rather disheartening; but I did not relinquish all hope of receiving some replies to my circular. About three weeks after I had sent it out there came in my mail one morning the following letter, written in an almost illegible hand, and dated at Indianapolis, Ind.:

DEER STEERS. Yure sekilar recived, and as i nede a new cote fur spring I thot I wood wright fur won if you wood bee so kind as To send mee a sampl of NO. 2945. I work fur the Boston store in this plas i like yure cote best Of any i doo work fur the Boston store and so send the cote in there keer obligin mary Dolson.

"George," I cried, after I had perused the strange letter with an interest not born of its value as an order; "George, will you please come here?"

"What is it?" he asked.

"I don't know, do you?"

"Well, it looks to me," he said, after reading it, "as if the charwoman who sweeps out Mr. Thomas Blackgoods' office at the Boston Store wanted a spring jacket."

"What? Where did she get that circular?" I cried

"Why, in the waste-basket," George replied.

We got one or two more replies from small concerns, but by that time we were too busy to attend to orders for one of a size, and George wrote them all apologetic letters.

I had two pages in the next issue of The Skirt Gazette.

TO STOP BLURRING.

WRITING to The Inland Printer, E. J. M. says: "I enclose you a copy of a job printed in copying ink, and which shows two of the long single down rules blurred. Can you tell me how to remedy it? My press was as clean as it could be. I have the same trouble very often." Answer.—Our correspondent has sent us a printed sheet 9 by 17 inches, which has a narrow heading running the narrow way, with fifteen brass rule lines running down the sheet to within an inch of the bottom. He has not informed us whether the job was printed on a platen or on a cylinder

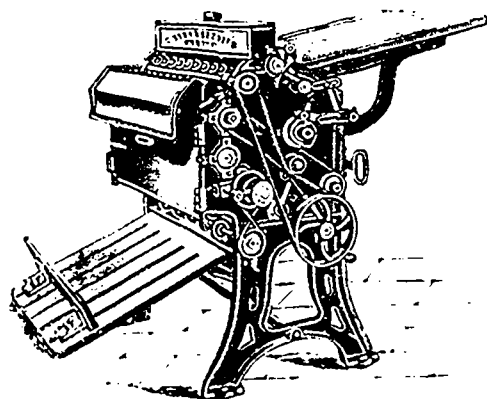
press. He ought to have done this. If the printing was done on a cylinder machine, the blurring can be prevented by drawing the steel bands a trifle tighter (to the cylinder) in the middle of the sheet than on the ends; or by making a light "cushion" of stiff paper or medium (bent) thick cardboard, cut in narrow strips, and securely paste them on the tympan—one on each side of the rules, about a couple of picas from the face of the rule impression. This will keep the sheet from having too much play between the rules, and in this way escape the chance of blurring. If this job was run off on a platen press, the form might have been turned so that the open end would be fed down to the gauge pins, and projections of thin brass rule inserted in the tympan clamps, that would keep the sheet from "dipping" between the rules. To increase the efficiency of the brass rule projections, slices of cork, about a pica in thickness, may be securely pasted on the ends of these. Another way to overcome blurring in this as well as in other cases, is to make a frisket for the form, by pasting a strong sheet of paper on the grippers—extending these as far as practicable—and taking an impression of the form on this frisket; then cut out the printed portions, and leave the balance of the sheet to act as a shield. Sometimes blurring can be avoided if the rules are made ready so as to be a little lower than the type, or the head and foot of a form.

A POLITICAL NEWSPAPER EPISODE.

An unusual episode in newspaper life has occurred at Regina. When The Leader was purchased by the present company, whose chief member is Walter Scott, a clause in the agreement provided that the paper would support Mr. Davin, M.P., in the elections for the next Parliament. When Mr. Davin voted for instead of against remedial legislation last session The Leader attacked him. The paper, in one issue, published an editorial criticising Mr. Davin's vote, and another endorsed "contributed by Mr. Davin," urging that gentleman's re election. Evidently this could not go on. An arrangement has been come to by which Mr. Scott leases The Leader to Mr. Davin and his friends for five weeks, and declares that he is out of newspaper work during that period, and will vote for Davin's opponent.

C. Stevens is going to start a new weekly in Napanee.

J. L. Lewis, of The Spectator, succeeds W. C. Nichol as editor of The Hamilton Herald. Mr. Nichol was given a farewell dinner before leaving Hamilton.



THE EMMERICH... Improved

Improved

SIZES: 12 X 20, 14 X 25, 16 X 30, 25 X 40, 28 X 44,
14 X 5, 17 X 54

WRITE FOR PRICES AND PARTICULARS.

Bronzing and ...

Dusting Machine

OVER 800 IN USE

EMMERICH & VONDERLEHR

Special Machines for Photograph Mounts and Cards.
Finishing Machines for changing Engravings and
Litho Sheets, also for Wall Papers.

191 & 193 Worth St., New York

BARGAINS IN

Rebuilt Second-Hand Machinery

thoroughly overhauled by us

WRITE FOR PRICES

Potter Drum Cylinder, two-roller, bed 25x35, wire springs, tape delivery.
 Taylor Double Cylinder, 40x52, air springs
 Hoe Double Cylinder, 35x54, wire springs
 Hoe Double Cylinder, 32x47, wire springs
 Hoe Drum Cylinder, two-roller, 29x41, wire springs, tape delivery, two fountains
 Babcock Dispatch Drum Cylinder Press, with Dexter folder attached, bed 39x52 in.
 Babcock Dispatch Drum Cylinder Press, bed 43x57 in, with Kendall folder attached.
 Scott Drum Cylinder, two-roller, bed 29x42, air springs, tape less delivery.
 Scott Web, class U, No. 15, 4 and 8 pages of 7 and 8 columns, length of sheet 23 1/2 in., 1/4 page fold

Brown newspaper folder, folds sheet up to 32x48, 3 or 4 folds
 Hoe & Co. Web, 4 and 8 pages of 7 and 8 columns, sheet 23 1/2 in. long, 1/4 page fold
 Scott-Potter Anglebar, 4 and 8 pages, length of sheet, 23 in., of 7 columns, 1/4 page fold
 Scott-Potter Straight Delivery, 4 and 8 pages, length of sheet 23 in., two parallel folds
 Bullock Web, 4 and 8 pages of 7 and 8 columns, length of sheet 23 1/2 in., 1/4 page fold delivery
 Scott Web, class U, No. 16, 4 and 8 pages of 7, 8, and 9 columns, length of sheet 26 in., 1/4 page fold
 Gos. Four-Page Web, will print a 4-page 7 column paper of 13 ems.
 Hoe & Co. Type Web, 4 and 8 pages of 7 columns, 13 1/2 ems, sheet 23 1/2 in. long

All Web Presses are furnished with Stereotype Machinery for same.

Times Building, New York
 Monadnock Block, Chicago
 Security Building, St. Louis
 305 Carter Build'g, Boston

WALTER SCOTT & CO.

Our Illustrated Catalogue will be sent on request.

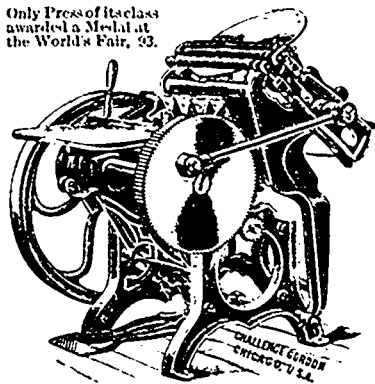
PLAINFIELD, N.J.

Our Illustrated Catalogue sent on request

Challenge-Gordon

THE BEST PRESS IN THE WORLD

Only Press of its class awarded a Medal at the World's Fair, '93.



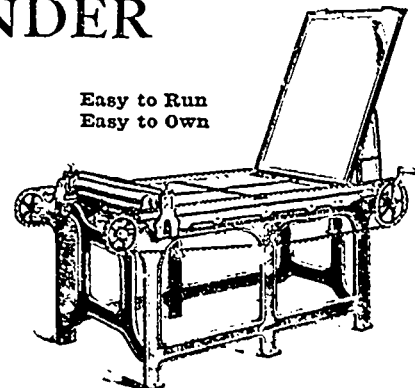
and kicks so easy. A boy can run it all day without fatigue. Unequaled for color work, because it registers to a hair. Easiest press to feed, and speed limited only by the operator. It's dollars to doughnuts you will buy the CHALLENGE-GORDON on sight, because it's a modern machine and it takes modern machinery to place the dollars on the profit side of your ledger.

START RIGHT. In selecting a newspaper outfit for the country do not fail to include the

IDEAL HAND CYLINDER

The only press at a low price that is practical. It perfectly meets the needs of the country printer who would avoid the slowness and drudgery of the old hand press. Now in hundreds of good offices, it should be in yours. It makes a clean, sharp impression, and will print anything from a newspaper full size of the press to a hand bill or postal card at a speed of 300 to 400 an hour. The sheets are put on and taken off the same as on an ordinary hand press. An impression is taken by each forward or backward motion of the cylinder.

Easy to Run
Easy to Own



THE CHALLENGE MACHINERY CO.

Write us or your Dealer for Illustrated Circular. For sale by all Type Founders and Dealers.

Sole Mfrs. . . . CHICAGO, ILLS.

WHAT AMERICANS THINK OF AN EXPORT DUTY.

IF the legislators at Ottawa require anything to convince them that Canadian pulp men have reason at their backs in demanding an export duty on spruce pulp wood the following article from The North-Eastern Lumberman is ample proof. It is easy to read between the boastful lines that The Lumberman and the trade it represents are simply shaking with fear that their plentiful source of raw supplies will be cut off. This would mean disaster and ruin to many, but then Canada has nothing to do with that. Americans in all their legislation show but scant desire to consider Canada, and we have no reason to show them any gratitude whatever. The article in question is as follows:

We can hardly believe that the Canadian Government will ever impose a \$3 export duty on a cord of spruce pulp wood. Certainly \$1 would be a fairer rate, while even \$2 would be a hardship to the business on both sides of the line. We cannot see how Canada could determine to put an export duty on pulp wood without also imposing an export duty on spruce saw logs and spruce lumber as well. No doubt Canada has a large area of spruce forests, and chafes to see its product made the basis of immense and profitable pulp and paper industries in the United States. Canada has the spruce, the water power, the cheap labor, and ample transportation facilities—all important attractions to the pulp industry. She now needs brains and capital, the mills and machinery and the skilled labor to become the great producer of pulp and paper for the local and foreign trade.

The Lumberman would not so frankly admit that Canada had everything necessary for the successful pursuit of the pulp industry if it did not believe so. If Canadians have any pride at all they will properly resent the sneer that it is lack of brains, enterprise and skilled labor that alone prevents them from developing the wood pulp trade to its full extent. We may lack capital, but that would not be wanting long if there was an export duty on spruce pulp wood. The very capital represented by The Lumberman would then be at our disposal. To be plain, Canada has the whip hand all round. Why she don't take advantage of the fact is a mystery. No other people would sit down calmly and watch their wealth in natural resources taken away from them to build up foreign industries that should properly be located in the country.

THE COUNTRY PAPER.

The morning papers lay on the seat beside him in the elevated train. He was reading with eagerness an awkward, crumpled little sheet. The printing of the paper was uncouth, for it looked as though half the letters were smashed. The impression of the type was dull and blurred.

It was the weekly paper, printed in the little town where this prosperous, well-dressed New Yorker had been born and bred. Many a man who has carved his fortune in this city, hails the little country paper every week as a welcome messenger. It tells how the crops are flourishing, how the fences are being whitewashed every spring, and, perhaps, once in a while there is a paragraph about the dear old mother, who has got into print by entertaining the sewing circle.

And the prosperous New Yorker reads it entire, while the metropolitan sheets lie beside him unheeded.—New York Herald.

GETTING PLEDGES FROM CANDIDATES.

THE signs all go to show that the agitation regarding the imposition of an export duty on spruce pulp wood will be fruitful in results. Leading manufacturers have had assurances from the leading men on both sides of politics that they consider the present state of affair, one-sided, and that they will support any measures looking to a remedy. With this in view,

the members of the trade are taking steps to secure pledges from the candidates now running in this very important matter. So far, all the gentlemen approached, irrespective of their political leanings, have given favorable replies, so that the prospects for the reform that the trade are agitating for seem bright enough.

LOW PRICES OFFERED FOR PULP.

The demand for wood pulp from Great Britain and the Continent has been brisk during the past month, but the prices offered are very low, so low, in fact, that they have checked business. The chief reason for this is the low figures at which the Swedes and Norwegians are offering to contract for.

Co-operative Freights . . .

For importers of small shipments.
HOW? Write us for particulars.

BLAIKLOCK BROTHERS, - MONTREAL

CENTRAL BUSINESS COLLEGE

TORONTO AND
STRATFORD

Two great business schools under one management.
Students admitted at any time. Free circulars.

SHAW & ELLIOTT - - Principals.

Austin & Robertson . . .

MONTREAL

Wholesale Dealers in all Classes of Papers.

WRITINGS, PRINTINGS,
LINENS . . .
BONDS AND LEDGER

Papers

. . . Also General Stationery . . .

Special Bargains in Coated Book and Label Papers.

SELF-FEEDING . . .

PRESSES WE manufacture a line of self-feeding job presses that will print from the web a form from 8 x 12 up to 26 x 30, which, by the use of attachments for cutting the web crosswise and lengthwise, can be made to produce and deliver almost any size of sheet from a few inches square up. We also build larger

ROTARY WEB PERFECTING
. . . PRESSES . . .

for a fine grade of cut work, and for printing from one to four colors on one side and one color on the reverse side, at a high rate of speed. Our Machine for Printing, Cutting and Scoring irregular sizes is superior to anything in the market.

The Kidder Press Mfg. Co.

26-34 Norfolk Ave.

BOSTON, MASS., U.S.A.

SEYBOLD Machine Co.

Makers of

PAPER CUTTERS

and Bookbinders' Machinery.



Modern Weapons in War

Are no more vital to success than the latest equipment to fight competition and bring business.

We claim much for our Machines. We offer much in them.

May we send you details

THE J. L. MORRISON CO., SOLE CANADIAN AGENTS TORONTO, CANADA.

JOB PRINTERS' CORNER.

TO PREVENT "SET-OFFS."

FOR the purpose of avoiding the chance of freshly printed work setting off while being completed, more particularly in the case of two-cylinder perfecting machines, the proprietary of L'Imprimerie Chaix, one of the largest French printing offices, make use of the following device, which is patented. When a sheet of paper, already printed on one side, is being printed on the other, the side first printed comes in contact with the cylinder, and thus is very liable to smear or "set-off." The surface of the cylinder is therefore coated with a thin sheet of tissue, previously impregnated with the following composition. Vaseline, about 27 lbs. (in winter only 22½ lbs.), petroleum, about 7 pints, mineral oil, about 3½ pints.

"THE CASE IS (TO BE) ALTERED."

It is announced that the 1896 conference of the International Typographical Federation will be held at Geneva about the end of August. Amongst the subjects to be discussed is the desirability of adopting some fresh and "more logical" form of type case than that in general use. The idea, of course, is to minimise as much as possible the distances which the compositor's hand has to travel to pick up those types that are most in request. The proposed new model, which, it appears, has for some time past been used in Lucerne, does away with the distinction between upper and lower cases, combining the two in a single frame. Not much modification is suggested for the old arrangement of the lower case boxes, but the upper case is altogether altered, the big caps being all placed on the right in a series of small boxes. A French contemporary, commenting on this, remarks that whilst a useful idea in one way, it is likely to open up the way, if adopted, to a whole crowd of new case models, which will only serve to make confusion worse confounded.

SHOULD HAVE GOOD STATIONERY.

Printers should be careful about the quality and excellence of their office stationery, says The American Bookman. Poor paper and poorer printing seem to be the rule with most printers. They may occasionally get out a nice business card or circular, but the paper on which they write to their customers cannot be regarded as a sample of fine work. The most effective advertisement that a printer can have is the kind of print-

ing which he uses himself, whether good or bad. If the former, it will draw good people to him; if the latter, it will drive them away.

A GOOD OFFICE MOTTO.

Patience is by all odds the most valuable quality in a printing office. People who have business with newspapers, or have printing to do, are usually ignorant of the business, know nothing of the trouble and expense of making changes or corrections in proof, of the cost of work, or the material used, or, in fact, anything except that it rejoices them to see their matter in type. In addition to being ignorant they are usually cranks. But it pays to bear with them. Exasperating as they may be, simply charge them for the trouble, but do it smilingly. Many printers break themselves up in business because they cannot tolerate the cranks and annoyances of their customers. People who have things to print, authors and such like, generally have the big head and very little business sense, but if they have money this need not be regarded. Business is not a matter of feeling. Always keep on hand a liberal stock of patience, but charge well for it.

WHAT HE ADMIRERD.

"Are you going to deny that charge you made against me in yesterday's paper?" he thundered at the editor.

"No, sir!" thundered back the editor.

"That's right," he said, quickly, "if there is one thing I admire, it is a man who sticks by his convictions."—Tit-Bits.

A SUCCESSFUL SOLICITATION.

The Parson—I beg pardon, you are a commercial traveler, and as we are publishing a little temperance paper here, The Temperance Clarion, I thought perhaps your house might give us an advertisement.

The Traveler—Why, certainly; put us down for a page. I'll send you the copy by mail.

"Thank you. What generous firm do you travel for?"

"Oh, I travel for a St. Louis whisky house."—American Commercial Traveler, Chicago.

H. J. Borthwick, of The Morden Herald for several years, has sold out his interest in the paper to Mr. C. T. Baylis, lately Presbyterian missionary at Roland. Mr. Borthwick will shortly make another visit to Scotland to engage in immigration work.

Paging Machines

The "Whito" Paging and Numbering Machine is the best machine of its kind on the market. It is simple, durable, reliable and perfectly constructed. Quickly changed from consecutive to duplicate, triplicate, etc., numbering.

Send for Illustrated Pamphlet and List of Stock Heads.

THE J. L. MORRISON CO., BOOKBINDERS' MACHINERY AND SUPPLIES Toronto, Canada

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

IMPOSE AN EXPORT DUTY.

THE early and favorable reply of the Dominion Government to the request of the manufacturers for an export duty upon pulp wood is an imperative necessity if Canada is to derive that benefit from her natural resources and advantages which she ought. The erection of pulp mills in the United States has, during the past year, been reported in every direction, and in the border states of the Union there has been an abnormal development of the wood pulp industry, which shows no signs of abatement. Every issue of contemporary journals devoted to the interests of the pulp and paper trade contains mention of new companies in process of formation, or mills to be erected, the announcement frequently being made that the new mill will be erected at the location most conveniently situated to the water-power and wood supply. In this proviso is contained the key of the whole situation as affecting Canadian interests. If the export duty of \$3 per cord, which is only equivalent to the duty imposed by the United States upon pulp, were now exacted upon the pulp wood, the promoting companies would, in many cases, find that the most convenient locations for the pulp mills would be north of the boundary line. Of this fact there can be little doubt, as the raw material required to supply many of the mills is obtained from the Canadian forests. The imposition of the proposed export duty would have the result of causing American paper mills to manufacture or purchase their pulp in Canada, and by so doing give employment to a large number of Canadian workmen, and foster and encourage the manufacture at home of our raw material.

OUR WATER-POWER PRIVILEGES.

In another column will be found reference to the difficulty experienced in the Fox River Valley, Wisconsin, by the failure of the water supply upon which the large pulp and paper mills in that district rely for that cheap motive power which is essential to their financial success. This is another feature of the paper and pulp industry in which the Dominion has a great natural advantage. Throughout the province of Ontario, and the same may be said of other provinces, are to be found geographical and topographical conditions which require but a moderate expenditure of capital to produce valuable water-power privileges. These conditions, in the majority of cases, are to be found in the districts which contain abundant supplies of pulp wood. Some steps should be taken toward making Canada's resources in this direction more widely known. Capital will be invested where it can obtain the best returns, and it only requires the advantages which await the enterprising capitalist in Canada (stimulated by the proposed export duty upon pulp wood), to be known in order to secure the erection of sufficient

mills within our borders to reduce to pulp the whole of the 600,000 cords of wood which was last year taken from our forests to be reduced in American mills by American workmen.

BRITISH PULP TRADE ORGANIZING.

Steps have been taken by the trade to form a wood pulp association in Great Britain. The committee appointed to formulate the scheme is composed of Messrs. Andrews, W. G. Taylor (W. G. Taylor & Co.), Henderson, Craig (Henderson, Craig & Co., Ltd.), and M. G. Schramnes.

ENCOURAGING THE INDUSTRY.

The agreement which the Ontario Government has made with companies at Sault Ste. Marie and Port Arthur, and which may in general terms be accepted as the policy of the Government in reference to pulp wood, have been made public. Stripped of legal phraseology, the agreement gives the companies the right to cut a sufficient number of cords of spruce, poplar, tamarac and bauksian or jack pine, and also all hardwoods of 6 inches diameter and upwards, on unoccupied Crown lands for use in their business at 20c. per cord for spruce and hardwood and 10c. per cord for the other woods. Sufficient to supply the mills for two years from the time of starting may be cut at such times and in such places and localities as may be convenient to the mill, and consistent with the public interests, and having regard to where spruce may be found. The companies are also allowed to select a limit convenient to their mills and upon either side of the Nepigon or other rivers flowing into Lake Superior, and if sufficient suitable land cannot be found within $3\frac{1}{2}$ miles of the bank of one river the deficiency may be selected upon the bank of some other stream. Tracts with pine available for commercial purposes cannot, however, be selected. Under certain restrictions, permits will also be granted to the companies to cut a percentage of the quantity required annually to supply their mills upon unoccupied lands other than that set apart as their limits.

The licensing of limits to the companies is not, however, to retard or impede settlement, and if any portion of the limits are sold by the Crown an equal amount of wood for pulp shall be furnished the companies by the Government. The prices fixed as above are to be in force for eight years. After that date the price will be fixed by the Lieutenant-Governor in Council, but in no case shall the price be higher than that charged to the general public or others similarly situated.

Under the above agreement, Messrs. E. V. Douglas, of Philadelphia, and Francis H. Clergue, of Bangor, Me., representing the Ontario & Sault Ste. Marie Water, Light and Power Co., have obtained a limit of 50 square miles, to be selected by them, the condition being that pulp and paper mills are to be

erected and a paper and pulp industry, and other industries allied thereto, established at Sault Ste. Marie, Ont., so as to utilize the water-power there, and costing in the aggregate not less than \$200,000 for mills, plant, etc. (other than the water-power), of sufficient capacity to keep 300 hands employed at least ten months in the year, and a further sum of \$200,000 in extensions before the 31st December, 1896, and employing 100 additional hands, the erection of the mills and establishment of the industries being part of the consideration for the price of the pulp wood. Cutting can only commence after \$25,000 has been expended on the mills, etc., and the limit will not be licensed until \$200,000 has been expended.

In the case of the other agreement, Messrs. George Clavet and James Whalen, of Port Arthur, and Thos. Lyle Bray, of Woolsley, Assiniboia, have secured a 40-mile limit upon similar conditions respecting the establishment of the industry, the first aggregate cost to be \$75,000, with a capacity of 30 tons of pulp per day, and employing 100 hands at least ten months each year for three years, and at the expiration of that term an additional sum of \$75,000 is to be expended in extensions which will double the number of employes for ten months in the year for the remainder of the 21 years. No part of the wood shall be cut until after \$20,000 has been expended on the erection of the mills, and the license will not be issued until \$75,000 is expended. In the event of the mill ceasing to operate, the Government may refuse to permit the continuance of the cutting of spruce or other wood.

From the above agreements the policy of the Ontario Government for the encouragement of the wood pulp business

appears to be a liberal one. It is especially gratifying to learn that the granting of the license upon the terms mentioned is made conditional upon the establishment and continued operation of the mills.

LABORING UNDER DISADVANTAGES.

The Fox River Valley in Wisconsin seems to be having hard fortune. To be sure, it has not this year been looking for the coming of any syndicate, with long purses well filled, to buy up all the desirable mills in the state; but it has been looking for something of vastly greater, because more practical, importance—an adequate supply of water for turning the wheels of the various plants. At present, only about a fourth part of the amount of water normally required for the mills is allowed to be drawn from Lake Winnebago, and it looks at this distance as though the Government, in order to bring up the supply for the navigation canals, might be obliged to cut off even this inadequate allowance. To manufacture by steam costs money in Wisconsin no less than in Massachusetts or in Maine. For the making of ground wood—now so indispensable a part of the paper made in Wisconsin—adequate water-power must be had, or the manufacture must cease.—The Paper World.

A NATIONAL TRADE-MARK.

The subject of protection of home-made goods is to be brought before the consideration of the chambers of commerce and other kindred bodies of Great Britain. Mr. W. T. Wheatley, a well known Sheffield manufacturer, proposes that a na-

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tional trade-mark be designed and registered at home and abroad in just the same way as marks are registered at present. The good offices of the Imperial Government will be sought, in order that the consular machinery throughout the world may be available to protect the trade-mark from infringement. As an illustration of the injury caused to British manufacturers by the use of distinctively British names and marks upon articles of foreign manufacture, Paper-Making publishes a letter from a correspondent at Milan, Italy, enclosing five different sheets of letter paper used by a business firm of that city, all of inferior quality, and all containing a mark purporting to show that they were of British make, whilst every sheet was of distinctly foreign production.

WHERE OUR PULP WOOD GOES.

The pulp wood business on the Champlain Canal will be one of the most important factors in transportation on that waterway this season. There will be over 75,000 cords of wood brought out of Canada to Ticonderoga, Fort Edward, Glens Falls, Mechanicsville, Cohoes and points on the Hudson River. This will be over a thousand boatloads, and many boats will run in the wood business exclusively, returning to Canada light if a convenient return load does not offer.—Paper Trade Journal.

PAPER AND PULP NOTES.

The Sault Ste. Marie, Ont., Pulp and Paper Co., has let a contract for a new mill. The building is 160 x 70 feet.

The tissue paper mill of Wm. A. Cole & Co., of Putney, Vt., which was destroyed by fire in April, 1895, has been rebuilt.

Mr. D. O. Mills has been elected a director and Mr. Richard F. Rankine treasurer of the Niagara Falls Paper Co., of Niagara Falls, N.Y.

E. D. Jones, Sons & Co., of Pittsfield, Mass., are furnishing four pairs of 43-inch wheels to the Laurentide Pulp Co., of Grand Mere, Que.

The Sissibo Falls Pulp Co. are now making regular shipments of pulp to Boston and other ports. Cargoes were sent to New York and Portland last week.

The Fort Scott (Kan.) paper mill, which has been in a receiver's hands for some time, has been leased by a syndicate, who will use the native straw of the district as a raw material.

Col. John A. Cockerill, at one time president of the New York Press Club, died in Cairo, Egypt, on 10th April, whither he had gone as special for The New York Herald with the British expedition up the Nile.

The paper manufacturers on the Wisconsin River have been compelled to acquire control of the Minocqua Dam Co., formerly owned by the lumber interests, in order to secure control of the reserve water-power of the district.

The John Edwards Manufacturing Co. are the movers in a project to erect another large pulp and paper mill on the Wisconsin River this season. The point selected for its location is Port Edwards, a few miles below Grand Rapids.

The Niagara Falls Paper Co. have let the contract for the manufacture of the machinery for the sulphite mill which is to be built this spring, and also for the additional turbines and Sco

feet of steel log conveyor and other accessories for the immense addition to this great plant. The regular force of employes will be increased to double the present regular force, or over 700 men will be given steady employment. The increased consumption of pulp wood will necessitate a heavy shipment by water this year, and this will begin as soon as navigation opens. In order to get a supply of wood to keep the mill running all winter, the paper company will keep a fleet of vessels running continuously between their mills and the upper lakes, averaging an arrival of one cargo of wood every day during navigation, or about 200 cargoes in all.

A public meeting of the citizens of Sault Ste. Marie has passed a resolution in favor of the construction of another water-power canal. The proposal that the town should render financial assistance was not, however, entertained.

John Strange, of Appleton, is going to build a new mill, but is uncertain whether to locate it at Sauk Rapids, Minn., or at some other point. He will select that location which gives greatest promise of a permanent and economical supply of pulp wood.

The pulp mills at Thorold and Merriton have been shut down as usual while repairs have been made to the canal and raceways. Improvements have been made by Mr. Davy to the sluiceway, by which a rather larger supply of water can be obtained for his wheels.

Paper flower pots are among the new things. They are made of the Neponset waterproof fabrics, are light, durable, unbreakable, and cost but a fraction that of earthen pots. They are particularly adapted for starting early plants and vegetables, potting strawberry plants and the like.—Paper World.

The attempt to make a good manilla paper from the New Jersey salt marsh grass has resulted in failure, disastrous to the company which made it. A mill, which was built at Eldora, on East Creek, 35 miles from Cape May, for the purpose, has been shut down for some time, and the property is now in the hands of the sheriff.

The British Wood Pulp Association, which has recently been organized, has for its objects: (1) To further the interests of the wood pulp trade by friendly intercourse and the interchange of information and views; (2) to establish relations with kindred associations at home and abroad; (3) to collect statistics relating to the wood pulp industry; (4) to recommend and adopt a uniform contract note, and system of drawing and testing samples; (5) by combined action to bring pressure to bear on railway and dock companies, steamship owners, wharfingers, lightermen and others, in order to secure advantageous rates and charges; (6) to assist in any litigation by which the general interests of wood pulp importers are, in the opinion of the committee, affected.

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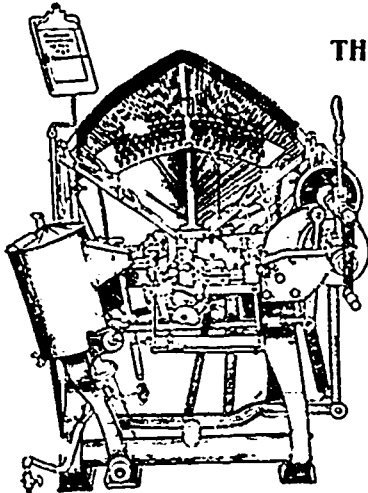
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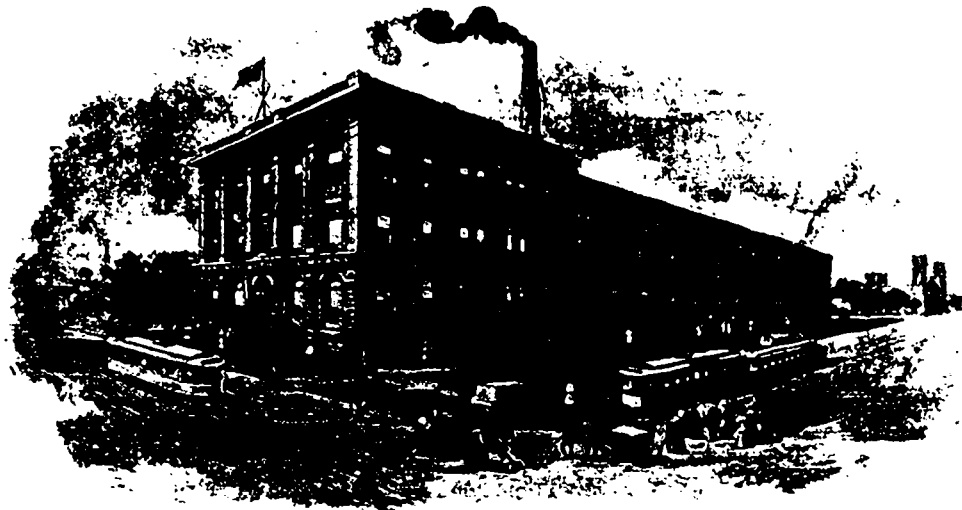
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Campbell "Economic" Two-Revolution Press. (Late build.) Four rollers, bed 47x64; table distribution; tapeless delivery. Good as new.

Campbell Two-Revolution Press. Four rollers; bed 41x50; double ender inking apparatus, table distribution, tapeless delivery.

Campbell Two-Revolution Press. Four rollers; bed 34x50; double ender inking apparatus, table distribution; tapeless delivery.

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