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THE CANADIAN PRINTER & PUBLISHER

VOL. VII.—No. 8.

TORONTO, AUGUST, 1898.

\$2 00 PER YEAR.

To Progressive Printers:

IN THIS age of progress it behooves every man who has an ambition to ride on the waves of success to be up and doing. The slow, the sleepy, and the indolent must sink, unless they awaken from drowsy dreams of primitive times. The ruts are deep, and in some cases may be hard to get out of; but the man of energy, intelligence, and courage, no barrier can long stand between him and the grand possibilities of the age. It will not do to forever theorize. One must act as well as think; must use brain, muscle, and nerve to accomplish great things desired.

Our remarks are addressed to the intelligent printers who may peruse this paper. With such we want to have a plain, matter-of-fact chat on our relations to and with them. We have found by our experience in business, that to get the best of everything in our line gives universal satisfaction to our customers, and brings more lasting returns to ourselves. Then, if this argument holds good in our case, how much more will it in the case of printers and publishers. To give your readers every week a newsy, spicily, and neat paper, is to gain their lasting patronage, and bring to you more business and new subscribers.

If, for prudential and economic reasons, you desire, as publishers, to use ready-prints, then it will be immensely to your advantage to select sheets that present the least objectionable features, and offer the most points of superiority. We claim for the ready-prints of the Toronto Type Foundry Co., Limited, that embodiment of all the advanced ideas in the ready-print business, and, while we make this claim, we especially invite comparison with the best of those of our competitors. There is nothing that gives such prestige and influence to a journal as enterprise in management and neatness in appearance. This fact having been proven to our entire satisfaction, we have determined to do all in our power to make our ready-prints come up to such a standard of excellence as to overcome all objections to the ready-print system. We have revolutionized the business, presenting such elements of excellence in a mechanical and literary sense, that the old style of heavy-looking "patent" is nowhere discernable in our ready-prints.

Freshness and novelty are in our line, and we never let an opportunity pass to give our customers the benefit of everything novel and new that is transpiring in the outside world, leaving them to devote their time and energy to the business and local departments. We take pleasurable pride in our business, and never feel that one effort in the upward march was thrown away, for the many enterprising and intelligent printers who now, as in the past, benefitted by the system we have inaugurated and maintained, fully attest the wisdom of a policy that has become a part of our business—excellence and fair-dealing.

We believe that whatever is worth doing is worth doing well, and that every publisher, whether in a hamlet or town, owes to the readers of his paper to do the best he can for them in the way of entertainment, for there are many families in the country who depend solely upon their home paper for the current literature and news of the day. Therefore, the publisher, who has his heart in the business, is in duty bound to make research and effort to do better. Some country publishers using the ready-prints, who have formed pleasant relations with other houses, continue giving their readers the old "patent," simply because they do not wish to break away from the ties of the past. BUT THERE ARE MANY WHO ARE CONSTANTLY ON THE LOOKOUT FOR SOMETHING BETTER, AND ARE ON THE POINT OF MAKING A CHANGE, TO THOSE WE WISH TO SAY, LOOK CAREFULLY OVER THE FIELD, AND IN DOING SO, GIVE MORE THAN A PASSING NOTICE OF WHAT WE HAVE TO OFFER. All we desire is that the enterprising, observing publisher compare our ready-prints with any in the field and then decide.

We are now furnishing ready-prints to 150 of the most progressive papers in Canada, and in nearly every instance the papers that have been with us for six months or over have increased their orders, which is abundant proof that our ready-prints are giving satisfaction.

Toronto Type Foundry Co., Limited

We Print Ready-Prints at Toronto
and Winnipeg. * * * * *

44 Bay Street, TORONTO.
175 Owen Street, WINNIPEG.

Kenmore Linen



Believing that the merits of this excellent line of paper warrant us in keeping a large stock, we beg to notify the Printing Trade that we are prepared to fill orders for it promptly.

Printers will find Kenmore Linen very satisfactory in the finer grades of their work, and, as the price is extremely moderate, it will pay them to carry it in stock.



We can supply the following sizes and weights :

✦✦✦	17 x 22, 14-lbs.	✦✦✦
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✦✦✦	17 x 22, 20-lbs.	✦✦✦
✦✦✦	19 x 24, 20-lbs.	✦✦✦
✦✦✦	19 x 24, 24-lbs.	✦✦✦

Samples sent on application

All orders receive prompt, personal attention

Fine papers a specialty.



Warwick Bros. & Rutter

*Printers, Publishers,
and Wholesale Stationers.*

Toronto, Ont.

Printer AND Publisher.

VOL. VII—No. 8

TORONTO, AUGUST, 1898.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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

OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building.
TORONTO, (Telephone 2148) - 26 Front St. West.
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street.
NEW YORK, (M. J. Henry) - 14 Irving Place.

Subscription, \$2.00 per annum.

Single copies, 20 cents.

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

THE WEEKLY PRESS.

THE FEATURES OF A THRIVING WEEKLY.

THE size of a town in which a country weekly is published does not, by any means, determine the quality or success of that publication. A striking illustration of this fact is given by The *Almonte Gazette*, which, while published in a town of less than 3,500 inhabitants, is a production that will compare favorably with any country weekly in Canada, and that well deserves the success which has attended the efforts of its publishers. It is an eight page, fifty-six column weekly, divided in two sheets, each with a large headline, etc. The first and eighth pages contain the local news, eight columns in all, combined with six columns on the third and fifth pages, give a liberal quota of personal news. Five columns of editorial matter on the second and fourth pages and seven columns of information concerning farm stock, farm and garden, the dairy, on the second, sixth and seventh pages give food for thought for the thinkers among the readers. A column of W.C.T.U. matter is contributed each week by the *Almonte* branch of the W.C.T.U. A tasty calendar, two columns wide and a quarter column deep, graces the second page. Two columns of miscellaneous matter on the seventh page make a total of almost thirty columns of reading matter, all of which is of deep interest. The remaining twenty-six columns are devoted to advertising. Altogether, it is a first-class country weekly, and

PRINTER AND PUBLISHER would like to be shown any feature in its make-up that cannot be called a good one.

SUCCESS OF THE TRI-WEEKLY.

Mr. H. Logie, editor of Mr. Morehouse's paper, The *Sherbrooke Examiner*, was in Toronto last week, and speaks favorably of a tri-weekly edition. The *Examiner*, which has entered its twenty-first year, is one of the best-known newspapers in the Province of Quebec. Its job office is a large and successful one. The paper is issued in four-page, seven-column size twice a week, and on Friday eight pages. It is nearly all home set, and a feature is made of having local events reported fully. It is a moderate newspaper in politics and aims at having correct reports on all subjects. It champions home interests and home merchants as against those in other cities, Montreal, for instance. Now, the case of The *Examiner* is interesting because its local contemporary, The *Sherbrooke Gazette*, issues a daily at present, and few publishers would recommend meeting daily competition with a tri-weekly. But The *Examiner* finds the tri-weekly arrangement a successful one. Its circulation has gone up over 800 in a few months, and the district round about, which is a prosperous one, yields many a subscriber.

THE POSTAGE QUESTION.

The *Toronto Star*, one of the journals which advocated the abolition of free postage, has been criticized for the following editorial paragraph in its issue of July 25:

As Canadian newspaper publishers are to pay for the carriage of their goods through the mails—a most reasonable charge—the Postmaster-General and his colleagues in the Government should see to it that United States newspapers, published in the United States, are subject to at least the same charge. It would not be fair to Canadian publishers to compel them to pay postage, but to allow free competition to papers printed in Buffalo, Detroit, Chicago and New York. To do that would simply be to bonus papers printed in the United States and circulated in Canada, and that the Government at Ottawa surely does not wish to do. If Mr. Mulock will devise a scheme to charge postage on these United States papers, he will, perhaps, be forgiven by even those Canadian publishers who desire to get something for nothing, in the shape of free postage.

Of course, Mr. Mulock cannot do this. Each country carries the letters and papers of its neighbor free from the border by a special arrangement, which it would be gross impolicy to terminate. No doubt it operates, in the newspaper field, disadvantageously to Canada. This was one of the arguments raised at the time Mr. Mulock's policy was discussed.

It was overruled. To raise it now is useless. The Canadian papers must simply stand, as best they may, the competition of the United States press.

THE EDITORIAL PAGE.

In *The Barrie Advance*, of August 18, may be found an illustration of the good policy of interesting your own locality in the editorial page. The *Advance*, no doubt, cannot afford to waste a line of space on editorial that will not be read in the district, and so its two leading articles are devoted to the "Electric Light By law" lately voted on, and "Cigarette Smoking by Juveniles," a habit which has become prevalent in the town. Two short, pointed paragraphs on politics follow. Quite enough. The page as a whole impresses one favorably and affords grounds for the belief that the editor knows how to gauge the taste of his town and district. As for politics, it is doubtful, unless one has something to say which reflects a special local opinion, whether party politics are worth more than half a column in the off season. The people who want to know if "the Government is tottering to its fall," or whether or not "we will whack Whitney" may be expected to look to *The Mail* or *Globe* to find out. The local paper, unless from some exceptional cause, cannot hope to be the final authority locally on general politics. But it is the final authority on all home questions.

FREE TRIAL TRIPS.

The publisher of *The Deposit, N.Y., Journal* says he has had good results from the following circular, printed by type-writer on note-size paper:

"Your name has been sent us by a neighbor, who thinks you would like to become a *Journal* subscriber.

"We have, therefore, taken the liberty of placing your name on the list for **FOUR WEEKS, FREE**. At the expiration of that time *The Journal* will be discontinued, unless you desire it continued.

"The *Journal* publishes nearly twice as much local and general news and miscellaneous reading as any other paper in this vicinity, and is published earlier in the week.

"The subscription price is \$1 a year. With *New York Weekly Tribune*, \$1.25. With *New York Thrice-a-Week World*, \$1.65. With *People's Atlas* (a \$1 book), \$1.25. Twenty-five cents pay for three months, 50c. for six months."

HINT AS TO THE MAIL LIST.

A country publisher writes to *Newspaperdom* advising his brethren to have their mail lists set up on the linotype in the nearest city office. The cost of composition is no more than the country publisher would have to pay for having it set by hand in his own office, the charge for the use of the metal is light, and the advantages of having the names and addresses of subscribers in logotype form are many. In a change of address, it is a simple matter to change the name from one post office to another in the galley.

On account of the rush of orders for three-color work, *The Western Engraving Co.*, of St. Louis, have been forced to place an order for two more large Miehle presses. They will be installed by the end of July, and are being fitted up with the latest and most improved devices of the Miehle Press people. Printers who have used Miehle presses will buy no other.

THE ADVERTISING DEPARTMENT.

ADVERTISING men complain that the summer months have been dull and unsatisfactory for them. Very little new Canadian business has been placed, and the amount of American money spent on advertising in this country has dwindled perceptibly since the commencement of the war. The *Fit-Reform* clothing people of Montreal have been spending considerable money during the past few months, but it is principally with the large daily newspapers. This will continue and may possibly be increased.

The *Slater Shoe Co.* show a tendency to use larger space for their advertising, and several full page ads. are appearing throughout Canada. The advertising of both these concerns is placed by *McKim & Co.*

Now that the war is over, American advertising prospects have brightened considerably, and, according to an agent who has followed the situation closely, several large contracts are likely to be placed with the daily and weekly press this fall.

Henry Harvey, of *The Trade Review*, a Montreal trade journal, has started an advertising agency at 659 Craig street, Montreal. He is placing the advertising of the *Grant Gold Cue Co.* in dailies and weeklies.

In criticizing the "Slater Shoe" advertising, in *Printer's Ink*, Chas Austin Bates says:

"Mr. McConnell seems to be keeping up the pace set by my friend Kennedy. The Slater shoe advertising certainly has been the best shoe advertising in Canada. A great deal of care has been exercised in the preparation of the matter for the ads. The display has been excellent, and the reading matter sensible and convincing. * * * * It is suggestive and distinct. It tells facts about shoes in an interesting manner. It tells the purpose for which each particular shoe is made, and something about how this work was accomplished."

The *Slater Shoe Co.* are always willing to admit that their success is due to judicious advertising. In conversation with the writer, recently, Mr. J. P. McConnell, manager of their advertising, remarked: "We are called on every day by people who want us to go into programmes, billboards, and all manner of other schemes, but we won't touch them. Newspaper advertising is what has paid us, and we mean to stick to it."

* * *

Lieut. Col. John Bayne MacLean is placing a considerable amount of advertising in the big dailies, through *A. McKim & Co.*, for local examinations in music of the Associated Board of the Royal Academy and Royal College of Music, London, Eng. This will be followed by similar announcements in other dailies and country weeklies, when examinations are held in the smaller places. The examinations aim to establish a standard of musical education and to kill fake examinations, which are carried to a greater extreme than the bogus "M.D." examinations were at one time in the United States. London Truth has been exposing some of them. It shows that the College of Pianists was founded and is run by a plumber and his family, while a house decorator and a law student run the College of Violinists. They hold examinations which everyone passes, get big fees, and grant diplomas, degrees, certificates, etc. The

Associated Board has the prince of Wales for chairman and is composed of great musicians like Sir Alexander Mackenzie and Sir Arthur Sullivan. The fees go to pay expenses, for no one connected with it receives any remuneration. In fact, the Government give an annual grant to forward the work they are doing.

* * *

The following Toronto gentlemen have been incorporated by Dominion letters patent as the "Highway Advertising Co., of Cadada, Limited," with a capital stock of \$75,000: Messrs. J. F. Ellis, J. K. McCutcheon, T. Milburn, J. H. C. Willoughby, J. T. H. McKay, of Alvinston, and C. S. Hotchkiss, of Port Huron, to "manufacture, erect and maintain signs, boards, print books, bills, papers, pamphlets and other advertising devices, and to engage in the general business of advertising, the operations of the company to be carried on at the city of Toronto, and elsewhere throughout the Dominion of Canada." Signboard advertising may pay in England, where millions of people remain unreached by newspapers, but, in Canada, where everyone reads a paper, sign and street advertising has to be very expensive and catchy to attract the eye.

NEW AND HANDSOME PREMISES AT WINNIPEG.

THE TORONTO TYPE FOUNDRY CO., LIMITED'S NORTHWESTERN BRANCH.

From The Winnipeg Tribune, August 13.

THE large three-storey brick and stone block on Owen street, almost immediately behind the post office, which was formerly occupied by The Rublee Fruit Co., and latterly by The Manitoba Produce and Commission Co., has, for the last two months, been undergoing extensive alterations, to make it suitable for the requirements of the large and growing business of The Toronto Type Foundry Co. This company for many years were located on Portage avenue, but found it necessary, from increasing trade and a desire to be more centrally located, to move into larger and more commodious premises, which resulted in the purchase of the present block by the company some three months ago.

Since that time a complete change has taken place, the building having been remodelled from top to bottom and made thoroughly modern in every respect. A reporter of The Tribune, on his usual hunt for information, attracted by the changed appearance of the building, dropped in to have a bird's-eye view of the interior, and, being accosted by Mr. Crome, the manager, was cheerfully invited to take a walk through. Newspapermen are naturally anxious to see what is going on in their own line of business. No better place can be found for getting such information than at an establishment of this kind, where everything new in the printing business is kept in stock.

The first floor of this handsome three-storey block is occupied by the business office and a very complete stock of printers' supplies sufficient to fill an order for a complete printing office plant without a moment's delay.

That such is indeed a fact was illustrated a few days ago when an order was received for an outfit for the new paper which has just started at Morden, The Empire. The order was received at one o'clock p.m. and the whole outfit, press, type, galleys, stones, chases, etc., was boxed and ready for shipment at 3.50 p.m., or just two hours and fifty minutes later,

a record unprecedented in Canada, if at all equalled by the large American foundries.

The second floor will be devoted to paper stock, and will be filled about September 15 with every requisite, both in quantity and quality, required by the trade.

The third floor is occupied exclusively by the ready-print department. This branch has grown to such proportions that a new Cottrell press, with all the modern improvements, and a two revolution Campbell book press have just been put in to meet the demands of the trade.

This important department of the company's northwestern branch has more than doubled its output since March last, and the firm are pleased with the success of its enterprise in this line.

The number of papers supplied has increased from 24 in the middle of February to 57 at the present time, but in glancing over a copy of the ready-print as supplied to country publishers by this firm little wonder was expressed at the marked success of this branch of the business, the paper from a news standpoint being superior in many respects to some of the large city weeklies, the latest telegraphic news being published in condensed form up to the date of each issue, making the reading matter more desirable than if taken in full from the daily papers.

J. C. Crome, the manager, claims that with his recent improved appliances he will leave no stone unturned nor spare either pains nor money to keep their ready-print far in excess, from a news standpoint, of any of their competitors. At the present time no other print begins to compare with it, a strong proof of this being the large increase in the numbers of papers supplied during the last few months. Mr. Crome, on being questioned about the engraving department, stated that their work in this line was highly pleasing to other patrons, so that with increased facilities and a much larger volume of business prices have been made more reasonable than ever, and all cuts or illustrations supplied on the shortest notice.

Mr. Crome is a hustler, and believes in whatever is worth doing is worth doing right. And this principle will be applied in every branch of the business, from the roof to the cellar, so that patrons of this establishment may rely on being well treated, and the confidence of the general public gained by their honest, straightforward business methods.

COPYRIGHT OF NEWS TO BE TESTED.

The law as bearing upon the copyrighting of news is to be put to the test by The New York Sun, which has brought suit against The New York Press Co., Limited, in the United States Circuit Court, for \$50,000 damages for infringement of copyright in the publication in The New York Press, of July 22, of General Garcia's letter of recommendation. The Sun claims this letter was printed exclusively in its first edition and was copyrighted, and that The Press appropriated the matter from the first edition of The Sun.

The best way to answer the man who comes into the office and informs you that he can get The Kansas City Star, a much larger paper than yours, for 25c. a year, is to good-naturedly say to him: "All right, sir; if you hanker after that brand of cheap literature, you certainly have just as much right in this free country to indulge your peculiar preferences as I would have to feed myself and family on Missouri dried apples, rather than pay you a fair price for your fine, juicy, luscious Rambos and Jonathans."—M. H. Beck, Kansas City.

THE ART OF SOLICITING ADS.

E. A. Davies, Editor of *The Anna*, Ill., Talk.

THERE are many different and quite a number of successful ways of soliciting advertising. Advertising is frequently secured, I regret to say, by misrepresentations—the solicitor finds that he is successful for a time—but his success is of short duration. I do not care to devote my time to writing of such characters or of such methods. I have always employed only the legitimate methods, and I find that patrons secured in this way are better customers and more easily pleased. I approach a prospective advertiser cautiously—that is, I do not endeavor to secure from him a yearly contract. He is naturally timid about investing in, to him, an unknown quantity. I believe I understand the feeling, and I do not endeavor to talk him out of it. But invariably I ask for an opportunity to convince him that advertising of the right kind, at the right time and in the right place, will pay. I ask him to try it for three months—allow me to prepare his advertisements for him if he hasn't time to write them, and to bear in mind that the advertisement should be changed at least every three weeks—usually every two weeks. In this manner, when I was engaged in soliciting advertisements for *The Talk*, I secured many of the advertisers who have continued as regular patrons of the paper during the past five years. An advertising solicitor who makes a success of it must believe in what he tries to make others believe, otherwise his work cannot be successful. He may succeed for a time, but the time is usually short. I try to impress my patrons with the idea that I do not care to have them advertise simply to help along the paper. I frequently say to a customer: "If you feel that you are not receiving ample returns for your investment, I would not become offended if you were to discontinue your patronage." I convince him that I am anxious to number him with the friends of our publication, but that I do not consider it right to accept his money only because he feels that he ought to favor us. A merchant should not be led to believe that he must advertise "just for the sake of standing in with the publisher." If that were the only redeeming feature about advertising it would be a farce from beginning to end. I do not permit the reducing of advertising rates to meet the rates made by a competitor. Cutting rates suggest cheapness, and I do not believe that "cheap" advertising pays, and, furthermore, I endeavor to convince patrons that the prices I charge are exactly what the service is worth, and that the man who can afford to cut his prices and who resorts to that method of obtaining business is not offering a staple article. I believe in

making only such promises to a customer or a prospective customer as can be fulfilled easily—then, if necessary, give more than was promised; never less.

I do not solicit advertising in a hurry. I prefer to briefly mention the subject to a new merchant or to an old one who does not advertise; then I visit him again and present my bid for patronage. I use neatly printed circulars and booklets the year round, more liberally, however, during the months of January and February. Whenever a new merchant locates in *Anna* I write him a personal letter, enclosing with it a booklet, which presents the claims of *The Talk*. In my letter I do not mention business. I ask him if I can be of service to him in any way, knowing that his surroundings are new. I invite him to call at the office, and I find that the invitation is usually accepted. When he calls, unless he first mentions the subject, advertising is not spoken of. In the conversation I refer to our methods of doing business, the circulation, etc. But even on such occasions I talk sparingly of business. I have never failed to secure an advertisement from a "new comer" whom I approached in that way. I do not accept advertising from itinerant merchants, and never fail to mention the fact to a new merchant who has located in our city permanently. Itinerant merchants are not good advertisers, as a rule. They want much for little, and then grumble when a bill is presented.

I do not consider it wise to misrepresent the circulation of a publication. One cannot hope to build up a permanent business in that way. Honesty, as all agree, is one of the best traits in an advertising solicitor. Sometimes, I am sorry to say, we meet men who are laboring under the false impression that nine out of every ten newspapermen are untruthful when it comes to circulation statements. It is to be regretted that there is a slight reason for this, but the fact that some are

so anxious to secure a contract that they will resort to almost any method to gratify the desire does not indicate, by any means, that all newspapermen are all alike in this respect. I firmly believe that if nine out of ten members of the fraternity were untruthful, nine out of ten would be unsuccessful. I do not believe that dishonest methods can be successfully employed in any legitimate enterprise. I speak of this in connection with "soliciting advertising," because I am aware that the great temptation of exaggeration presents itself to the advertising solicitor more frequently than it is presented to any other department of the work. It seems ridiculous for an advertising man to employ the same methods in selling space that a street fakir employs in disposing of a 5c. cake of soap at 25c. per bar. Yet, I am convinced that some men go about it in that way.



Front View of the Printing House of Warwick Bros. & Rutter.

Dexter Folder Company

Main Office and Factory
Pearl River, N.Y.
(One hour from New York City.)

Highest Grade . . .

Paper Folding and Feeding Machinery

NEW YORK

97 Reade St.

CHICAGO

315 Dearborn St.

BOSTON

149 Congress St.

We should not be surprised then if the usefulness of the one is not more lasting than the usefulness of the other.

In conclusion, I will say I have always devoted more attention to soliciting home advertisers than I do to the foreign advertisers. I do not entirely neglect the latter, but I have found that foreign advertisers desire to cover only certain localities each year, except in a few instances, and they select the best papers and use them. They are not easily deceived, and the paper with the largest "proved" circulation secures the plum, whether it asks for it or not. This is the experience of one editor, who is of the opinion that the experience of editors in other portions of the State will not be widely different. My booklets and circulars are mailed to foreign advertisers who are offering an article which could be properly advertised in this section. Sometimes the results of this method of soliciting are slow and discouraging, but I do not sign contracts for advertising in exchange for anything but cash—except with one concern with which The Talk has been doing business for many years. A solicitor will find it much easier to secure contracts of this kind after he has convinced his customer that the space he sells is worth so much to him in cash—not in dry goods or scrap iron. If one receives cash he is enabled to pay cash, and that to me is the only wise plan of dealing. If my plan does not meet the approval of those who hear it, please do not condemn me. I have written only with the hope of helping others to the same measure of success that I have, by the grace of a Divine Providence, achieved during my brief career as a newspaperman.

FOR A NEW DRESS.

To the Editor of PRINTER AND PUBLISHER, Toronto

I want to buy a complete new dress for my paper in the near future, and, as I am ambitious to have the neatest looking country paper published in my section, I would like your assistance or advice in the selection of type. My idea is to use brevier (to correspond with our plate service) for the body matter, and to buy, say, four styles of display type in full series and double fonts. Then select half a dozen nice borders, and get new head rules, column rules, etc.

PUBLISHER.

[You cannot do better than to buy a brevier to match the plate, buying, also, head letter to match that used in plate. Nor can you do better than to buy rather complete series of DeVinne, DeVinne condensed, and DeVinne extra condensed. Such an outfit will give you all the display letter you will require, so long as you make certain to get enough of each size. You will find ten and twelve-point old style mighty handy for a body letter in large ads. Do not buy any extended letter. Get light-face head rules in preference to the heavier sort, which show up too black. You will find it a simple matter to select pleasing borders, remembering that three and six-point borders should be quite distinct, while twelve-point should be "half-and-half," after

the style of the "Flame" border. The A.P.A. series of Roman, made in 7, 8 and 9-point, matches the plate matter. Write to Toronto Type Foundry Co., Limited, for sample sheets.—
EDITOR.]

TORONTO PATENT AGENCY.

In another column of this issue is a card of The Toronto Patent Agency, Limited, Toronto, Canada, incorporated and chartered under the Ontario Company's Act, to do the general patent agency business. This is the only incorporated company of its class in Canada, although in England there are many and very prosperous concerns of this class. It is composed of many of Toronto's leading citizens, and on its list of stockholders are many well known inventors and patentees. Those having business to do with the company can depend on honorable treatment and on having their business well looked after. The managing-director, Mr. J. Arthur McMurtry, is a man well known to the business community of Canada. The company has established offices in all the principal cities of Canada and the United States.

A USEFUL CIRCULAR.

The Post Office Department has recently issued a notice to the public requesting that the name and address of the writer or sender of postal matter should be printed or written on the upper left corner of the envelope or wrapper. The circular states the advantages to be derived from these instructions being followed. This request can be used with great benefit by printers in asking their customers to adopt the suggestion. Buntin, Gillies & Co., Hamilton, agents for The Morgan Envelope Company, have recently sent to their customers a copy of this notice together with a price list of their goods. If you did not receive one, write the above firm for a copy.

A SPECIAL LOT OF WHITE BLANKS.

Attention is called to the advertisement of Buntin, Gillies & Co., Hamilton, who have received another large lot of the seconds white blanks, which are so much sought after by the printing trade. The prices, which are mentioned in the advertisement, will be found interesting, and the goods, while not perfect, are a great bargain. The board can all be used, and, if care is taken to sort it for jobs which are required especially nice, 90 per cent. of it will take the place of the first grade stock, while the price is just about half.

The Nanaimo Free Press, of Nanaimo, B.C., has put on a complete new dress from the Vancouver branch of The Toronto Type Foundry Co.

C. Howard Smith, of The Campbell Press Co., reports that the "Century" press is growing in favor, and that printers are finding out what a moneymaker the press is.

NOTES HERE AND THERE.

THE summer is usually considered the dull season in newspaperdom. This is certainly so as regards advertisements, and often as regards news. This summer, however, the news has been good, and the Canadian papers generally are to be congratulated on the news service they have been giving their readers—not the Montreal and Toronto press alone, but the newspapers all over the country. The chief complaint one has to make of Canadian papers is that they give a great deal too much for the money.

I observe, with a peculiarly malignant satisfaction, that the cable news continues to have the flavor that New York and other United States cities prefer. We Canadians swallow it all. The other day The Toronto World based a long, well-written editorial on a cable to The New York Tribune, from Mr. Ford, who stated that the prospects of Imperial preferential trade were slim. What on earth can he know of their prospects? He presents no exclusive information to back up the opinion. Any Canadian editor who keeps in touch with the English press, and has private correspondents in England, knows as much as Mr. Ford. That gentleman was simply expressing an opinion acceptable to United States commercial opinion. He is paid to express it, but we get nothing for swallowing it.

From the standpoint of orthodox typographical appearance the use of both broad and narrow columns by The New Westminster Sun may be objected to. But I like the appearance of the front page and the editorial page, and am not prepared to admit that departure from rigid rules is wrong in every case.

A professional humorist, who occasionally drops in to tell me how PRINTER AND PUBLISHER should be run, says I ought to start a "dredging department" in this paper. This is an allusion, no doubt, to Mr. McGillicuddy's being the successful tenderer for harbor dredging at Goderich. Mr. McGillicuddy got his contract fairly and if he can dredge a harbor as well as he can edit a paper he requires no hints from me.

The newspapermen in the Ontario Legislature have made their mark during the short special session. The speeches of Mr. Pattullo, Mr. Stratton, Mr. Russell, Mr. Graham, and Mr. Pettypiece have all been received with much favor, and became the subjects of considerable comment both from friend and foe. These gentlemen, of course, all sit on the Liberal side. The Conservatives appear to have no particular use for newspapermen.

A group of politicians were chatting together in the corridor of the Parliament buildings the other day, and a Conservative M.P. told this story at his own expense: He was canvassing the county before an election, in which the Liberal candidate was a Catholic. He himself is an Orangeman from Belfast. He tackled an old Irishman who had always voted Tory, but who was supposed to be wavering at that time. "Well, Jerry," said the M.P., "I suppose you will vote against me this time?" "How is that, sir?" "Well, they have put up a good Irish man and a good Catholic, like yourself, against me." "Oh," said Jerry, "I don't know about that. You are as good an Irishman as he is. As for the other thing, I think my

conscience will let me vote for you again—as it doesn't take much religion to be a 'mimber.'"

Regarding the editorial policy of newspapers in Canada, what a revolution would be effected if editors assumed that their contemporaries were perfectly honest in their expression of opinion!

The Montreal daily press displayed great enterprise in reporting the international yacht race. All the papers had reporters covering the boats from every available point, and the immense crowds that gathered outside the newspaper offices were kept posted on the progress of the race by five-minute bulletins. The Star and Witness had special artists present, and some excellent illustrations of the races and their surroundings were secured. Julian's full-page sketch of the Dominion winning the final race was, perhaps, the best feature of a thoroughly creditable performance on the part of the city newspapers, though its effect was somewhat spoiled by an advertisement that appeared on the sail of the yacht. C.

ADVICE TO JOB PRINTERS.

Seward A. Jones, of The Beloit (Kan.) Western Call, gave a paper before the North Central Kansas Editorial Association, on "What I Know About Job Printing," in which he said:

"In my experience of a little over fifteen years, I have learned thoroughly the value of doing work quickly and doing it well.

"It is the customer who must be pleased—the man who pays the bill. He may have ideas about the way he wants his printing done. It is the business of the job printer to let him have his way while doing a job which will reflect credit on the office. This is sometimes difficult, but a good job printer can do it.

"If a printer knows what he is doing, it doesn't take him forever to do it. It's the lack of system that makes so many workmen slow-pokes.

"Heavy planing down wears out more type in the average printing office than actual service.

"As far as possible, use type in series in job composition. The business man of to-day demands harmonious simplicity in his printing; few are willing to pay for ornamental or fancy printing.

"Sometimes I think the proprietor of a printing office is as much to blame for a slack condition of things as are employees. If he is slack and slovenly about the office, the 'boys' get to thinking, 'Oh, well, if the old man doesn't care, we don't, so let her go'; and as a consequence 'she' does go. There is no good reason why the mechanical department of a printing office should not be kept as neat and clean as any other place of business, if the workmen are given to understand that it is required of them."

The marriage of Miss Frances Ives Macnab and Mr. J. Miller McConnell, of Montreal, is announced to take place on Thursday, Sept. 1, at the home of the bride's parents, 39 Inglis street, Halifax. Mr. William Macnab, the father of the bride, is the proprietor of one of the largest commercial printing establishments in the ancient garrison city. Mr. McConnell is a member of the editorial staff of The Montreal Star. Before joining that paper he was for ten years on the staff of The Montreal Herald.

THE EDITOR'S EQUIPMENT.

A WESTERN MAN'S POINTED REFLECTION ON THE QUALITIES REQUIRED.

UNDER the title "The Make-Ready," W. H. Bloom, of The Sutherland, Ia., Courier, contributed a paper to a western press association. He said:

Technically, this expression refers to a part of the regular, everyday work of a printing office, and in that sense is a proper subject for discussion at such a meeting as this. No doubt, such a discussion might result in decided benefit to all, but for some time the idea has been running in my mind that there is another sense in which the term, "make ready," might be used, and that, possibly, we pay too little attention to that sense of the term. For that reason, perhaps, more than any other, I have concluded to turn your thoughts as well as I may toward the "make-ready" of ourselves for our profession; and I would limit the discussion to editorial work as a profession, and not as a business.

Should the subject be taken up as a business matter, it would probably be easy to say what preparation should be made. If you would succeed you should store your mind with the knowledge of a Gladstone, your pocket with the wealth of a Vanderbilt, your soul with the patience of a Job, and have within your being the inborn wisdom of a Solomon. Then, when thus equipped, you should—go into some other business.

Seriously, however, men in any and every line of business are likely to advise you to do something else. But we can't all follow this advice. There are some successful people in all lines of work—except, possibly, that of running a threshing machine; that is said to be sure to ruin the man who keeps at it. But there are successful editors, and, as "hope springs eternal in the human breast," we all think that we, too, may enter the charmed circle.

But would it not be well for everyone who thinks of trying to tread the editorial path to success to first make an invoice of what he can use and what he absolutely needs; next, take an inventory of what he actually possesses, and then carefully and critically compare the two and decide as to the wisdom of tackling the job?

The first thing one naturally thinks of is educational qualifications. What should these be? Undoubtedly, you should have a collegiate training, if you can get it. It isn't absolutely necessary to get your knowledge at a college; it can be gotten, we all know, right in the midst of work for daily bread. But getting it that way is slower, and sometimes we are confined to narrower limits, and we are very likely to get some erroneous notions; for we do not often have the advice and aid of trained and developed minds, as the collegian has. We are more likely to waste time in working out ideas that are not worth the effort we put on them. Then, too, the self-made man is sometimes too prone to religion—to worship his "maker" too much.

But, whether our education is obtained in school or out, let it be as broad and thorough as we can make it. The nearer we come to knowing everything, the better we are equipped for editorial work. The next best thing to universal knowledge is the knowledge of where to get any information we may lack.

So far, what has been said will apply equally as well to the consideration of any profession. But there are things that apply more forcibly to the editor's work than to that of any other.

The editor should have such powers of observation that nothing escapes his notice, and he must have a real interest in everything he sees. He should be able to hold his mind closely to everything that comes within reach of his senses, from a prayer-meeting to a baseball game; from universal gravitation to the latest slang. He should have the power to observe clearly, consecutively, logically, completely and discriminately. Clearly, that he shall not misrepresent; consecutively, that he shall not confuse the order of a series of events; logically, that he shall not attribute results to the wrong causes; completely, that he shall omit no important point; and discriminately, that he may omit non-essentials.

He should know the English language so that he can use it correctly, clearly and powerfully. He should understand the meaning and force of the words he uses. He should know, for example, that when he says "It rained during the day," he has stated that the rain lasted through the entire day; that when he says, "We will be glad to hear from him again," he has informed his readers of his purpose or determination to be pleased—whether he would naturally like it or not. The English language is a wonderful instrument with which to express thought, and the editor who uses it should have the best knowledge of it he can possibly obtain. And his knowledge should include the ability to spell, capitalize and punctuate correctly. Punctuation is one of the most elusive and yet most powerful aids one can use to express what he wants to say. The editor should also be able to read proof accurately. In this he must have good powers of observation as to form, and the ability to see a large number of things at once and note anything that is out of harmony with the rest.

But all this can have but little effect, so far as we here are concerned. We are already in the harness, and have determined already that we are properly qualified and equipped for editorial work. Yet, there is something further left for us to do. In choosing our apprentices, we can study them better than they can study themselves, and can take an inventory of their qualifications and judge whether they are as well prepared as they should be for the work. In the country office the boy who starts to learn the mechanical part of newspaper work is likely ere long to try the editorial part also. If we are convinced that a boy has not the natural ability and is not likely to get the necessary training for successful editorial work, are we not doing him an injustice by encouraging him to go on? We should by all means encourage and help every willing youth, but let us not encourage him to attempt what for which he is not, and is certain not to become, properly fitted. If we would benefit the profession, let us pay more attention to the editorial "make-ready."

The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time, should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to may be had.

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POINTS ON COLLECTING DELINQUENT SUBSCRIPTIONS.

By Lyman Naugle, Wellington Voice.

THE latest compilation places the number of newspapers in Kansas at 698, and out of this entire number there is not one which does not proclaim to the world that it is anywhere from 25c. to \$2 per year—always in advance! We sometimes wonder if this is not the fundamental reason that the general public have changed the lamented Dana's much emphasized term, "If you see it in *The Sun*, you know it is so," to read "If you see it in *The Sun*, you wonder if it is so." I cheerfully admit that there are few Kansas publishers who object to any subscriber, be he ever so humble or pretentious, so poor or so rich, paying in advance, but that they do not all do so is one of the misfortunes that perplexes all the avocations of life.

Gladstone, the great commoner, once replied to a peer in Parliament who was violating veracity, "I will not say that the gentleman falsifies the facts, but I will say that he speaks a good deal as I would speak if I were endeavoring to commit a falsehood." I will not exercise so much dignity with the publisher who says he always gets the cash for his great moral sheet before he enters a subscriber on his list. Show me a man who avers this, and I will show you a man who is somewhat of a liar. A gentleman remarked upon the title of this paper that the best way to collect a delinquent subscription was to get the money before it became delinquent, but, since this practice is not now in vogue, and is not likely to become so until the great dragon is chained, some thoughts along the line of collecting from this omnipresent individual may be of service to the craft now and for the next 1,000 years.

A more or less checkered experience of upwards of 20 years as a blundering promoter of cross-roads journalistic enterprises in four different States has brought the writer in contact with a few "don'ts":

1. Don't dun your subscribers through your paper. It is an infringement upon the rights of your cash subscribers, and avails nothing with the delinquent.
2. Don't advertise to take cordwood or turnips in exchange for subscriptions. It begets the idea that your circulation is waning and you are willing to take pay in "chips and whetstones," if only you can promote your circulation in that way. If you want to make deals of this sort, make them on the side.
3. Don't offer premiums for cash subscribers. That practice was a good one in the 70's, but it is worn out. It is no longer an inducement. People take papers for their worth now, and, if yours lacks this essential quality, your circulation will be limited, and your diet that of cordwood and turnips.
- Don't accept clubbing propositions with metropolitan newspapers and periodicals, except as they will serve your own advantage. Make up a clubbing list of leading publications, adding always to your subscription price the clubbing rate of the foreign publication, with enough to pay exchange.
5. Don't send anything but the rankest delinquents to a collection agency, and those only as a last resort.
6. Don't fail to stop a subscriber's paper at the expiration of the time paid for, if he so orders it when he subscribes, but always drop him a card and solicit his renewal.
7. Don't discontinue a subscriber's paper who does not give you such an order—provided always that he is reliable.

With this basis to begin on, I will relate to you briefly my experience of the past year:

Until last year, I never made a systematic effort to collect delinquent subscriptions. The year previous, I had sent a number of foreign subscription accounts to the Publishers' Collection Agency, but I found that this plan proved far from giving satisfaction. It brought in some money, but always made an enemy of the subscriber, and caused his patronage to cease. The collection agency system may be all right for general publications, where the subscriber is not supposed to be in so close a relationship, but for the country paper it is not practicable.

My paper was established in 1890, and through the unfortunate years which have since passed I had numbers of patrons whom I had carried two, three, four and five years. When Sumner county turned out a wheat crop last fall which equalled one-tenth of the entire product of the State—5,000,000 bushels—which sold at a price that brought something like \$3,000,000 for the crop alone, it occurred to me that my day of salvation was at hand. So I began my campaign.

I first drew off a list of all those who were in debt to me more than \$1, checking them carefully to see that there were no errors. I then had printed a circular letter, worded in conservative yet urgent language. I also had printed an equal number of blank notes. I filled out the note in every detail except the length of time and the signature. The notes were to draw 10 per cent. interest if not paid when due. I enclosed one with each circular letter, and also enclosed a ready-addressed envelope with a 2c. stamp on it. I requested the subscriber to send the cash in return, if possible; if not, please fix in his mind how soon he could pay, then fill in the length of time and sign the note, enclose in the envelope and return. My idea was to leave absolutely nothing for the subscriber to do—to remove every obstacle in the way of getting a reply from him.

From a list of 700 delinquent I heard from about half of them, one-half of these sending cash and the other half sending notes due in from thirty days to one year—most of them short time. I then waited about three months and sent a second letter, a little more emphatic than the first, again enclosing a note and stamped envelope as before. This brought, if anything, a little larger proportion of cash than the first, and a similar number of notes. As fast as the notes came due I notified the parties, and I found that they felt more obligated to pay the notes than an open account. Many came in and paid their notes before they were due. Another advantage of the note was that it was an acknowledgment of the account, which is quite important.

The net result of the effort was that out of about \$1,500 out I collected a little more than \$1,000, and have nearly all the balance in notes. There were a few who were constitutionally opposed to signing notes, as well as a few (though very few) who were constitutionally opposed to paying at all, and there were a few who had gone to parts unknown, and the postmaster had neglected to give us the proper notice.

Taken altogether, as an experiment it was eminently satisfactory. It left a good feeling with my patrons, and cleared the list of all doubts and misgivings. It also convinced me that not one man in a hundred will evade payment if the matter is properly pressed. It was to me a renewal of my faith in humanity.

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IMPROVEMENTS IN PRINTING OFFICES.

MESSRS. NEWTON & TRELOAR, the enterprising job printers of Toronto, have just added a four-roller, two-revolution press to their already extensive plant. The press has a bed 45 x 65 inches, and is the second largest job cylinder press in Ontario. The press was got from The Toronto Type Foundry Co.

The Listowel Banner has added a new press to its extensive plant, from The Toronto Type Foundry Co.

Soole & Co., job printers, of Toronto, have put in a large Peerless press from The Toronto Type Foundry Co.

Bowes & Son, of Halifax, have added to their fine office a power paper cutter from The Toronto Type Foundry Co.

Geo. E. Day, of St. John, N.B., has added a fine Prouty job press to his extensive plant from The Toronto Type Foundry Co.

The Colonist, of Victoria, B.C., has put in a complete new dress of copper alloy type from The Toronto Type Foundry Co.

Curry & Co., job printers, of Toronto, have put in a fast two-revolution, two-roller job press, from The Toronto Type Foundry Co.

J. E. Armstrong, the well-known job printer, of St. John, N.B., has put in a fast pony press from The Toronto Type Foundry Co.

The Dominion Box Co., of Toronto, have just added a new four-roller, two-revolution press from The Toronto Type Foundry Co.

A. Nicholson, of Kidgetown, has put in a complete job and newspaper plant, at Merlin, Ontario, all from The Toronto Type Foundry Co.

The printing department of The John Taylor & Co. Soap Works have installed a power paper cutter from The Toronto Type Foundry Co.

The Poole Printing Co., of Toronto, have just put in another four-roller, two-revolution press. Press was purchased from The Toronto Type Foundry Co.

The Klondyke Newspaper Co., of Dawson City, have put in a complete newspaper and job plant from the Vancouver branch of The Toronto Type Foundry Co.

The Winnipeg Free Press has put in a Cox duplex press and a complete new dress of copper alloy type from Winnipeg branch of The Toronto Type Foundry Co.

Messrs. Winn & Brown, of Niagara Falls, Ont., have put in a complete news and job plant, including a fine cylinder press, all from The Toronto Type Foundry Co.

The Mail Job Printing Co. have installed two of the latest build of Gally Universal job presses and a large quantity of job type, all from The Toronto Type Foundry Co.

The Stratford Beacon has just added a double cylinder press and two folders, also four-roller jobbing cylinder for book work, all from The Toronto Type Foundry Co.

The Province Publishing Co., of Vancouver, have put in a complete new dress for The Daily Province and a press from the Vancouver branch of The Toronto Type Foundry Co.

The Mortimer & Co., Limited, of Ottawa, have just added two large Potter litho. machines and a four-roller, two-revolution Cottrell press, same as used by Munsey's Magazine for printing their halftone pages, all from The Toronto Type Foundry Co.

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THE GUELPH MERCURY'S CHANGE.

INTERESTING REMINISCENCES OF AN OLD-TIME NEWSPAPER PROPERTY.

IN retiring from the ownership of *The Guelph Mercury*, August 1, Messrs. Innes & Davidson brought to a close a record of successful and useful work as publishers and editors. The *Mercury* was started in 1854, by George M. Keeling. In July, 1862, it was purchased McLagan & Innes. Mr. McLagan retired in 1869, and Mr. Davidson became a partner in his place. An interesting episode is related of a Sunday edition which was once issued during the Fenian raid excitement, in 1866.

Many readers will well remember the intense excitement, suspense and anxiety to obtain the latest news. The Government having taken possession of the telegraph lines, it was almost impossible to get the most meagre despatch. In order to overcome this difficulty, on the Saturday after the battle at Ridgeway Mr. Innes went to Toronto, and, from the telegraph and newspaper offices, obtained every scrap of information about that fight and the movement of the Canadian forces and the Fenians. Before leaving, he gave instructions for the printers to be on hand on Sunday morning, and, after the arrival of the midnight train, which did not reach Guelph that morning until 7 o'clock, the men set to work on the news that he had gathered. Before church time, the matter, comprising about a couple of columns of reliable news, was in type and printed, in the shape of extras, which were eagerly bought up by hundreds of people from the town, and also from the surrounding country, many of whom traveled a good many miles to get the latest news. The efforts of the publishers were much appreciated, and the ministers of the town, without exception, commended their enterprise, and remarked that, at such a crisis, when Canadian soil was being invaded, lives lost and endangered, and property destroyed, the few hours' work on Sunday might well be defended as an act of necessity and mercy. In their long experience this was the only time when a stroke of work was done in *The Mercury* office on a Sunday.

The *Mercury's* new owners and managers are: James I. McIntosh, Mr. Innes' nephew, and Francis W. Galbraith. They have both had good newspaper trainings and are thoroughly qualified to make *The Mercury* as successful and respected as it has been for so many years. One of the pleasantest incidents of the change is the greeting given by *The Mercury's* contemporary, *H. Gummer*, of *The Herald*, and his appreciative reference to Mr. Innes. *The Herald* says:

"In the retirement of Mr. Innes, the oldest journalist in Ontario passes from active service. To his well-earned rest, in the evening of his useful, honorable life, he carries with him not only the esteem and good wishes of the readers of *The Mercury*, but of every newspaperman throughout the Province. Before he came to Guelph Mr. Innes worked on *The Hamilton Banner*, *Toronto Colonist* and *Toronto Globe*. It was in George Brown's time that he was attached to *The Globe's* editorial staff, and between the editor-in-chief and Mr. Innes there sprang up a friendship that lasted until the tragic death of Mr. Brown. In July, 1862, Mr. Innes took charge of *The Mercury*, with J. C. McLagan, now of *The Vancouver World*, as his partner, Mr. McLagan retired in 1873, and John A. Davidson entered the firm and assumed control of the business

department. Since then Mr. Innes has had in Mr. Davidson an able co-worker, a careful, methodical, business man and a thorough practical printer.

The new firm are not strangers to *The Mercury*, or the work which they have undertaken. Mr. J. I. McIntosh, like his uncle, served his apprenticeship on *The Globe*. Then he became city editor of *The Mercury*, resigning that position twelve years ago to become private secretary to the late Mr. Pardee. Mr. McIntosh wields a facile pen. His early newspaper experience and his intimate connection with Provincial Government affairs in later years must make him a valuable contributor to the literature of the Liberal cause in this Province. Mr. Francis Galbraith, who has linked fortunes with Mr. McIntosh, has done the burden of the editorial work on *The Mercury* for some years. He entered the office in 1884, spending two years in the business department, and succeeding Mr. McIntosh, in 1886, as city editor."

THE MONTH'S NEWS IN BRIEF.

F. C. PICKWELL, who sold his paper at Niagara a few weeks ago, and went west, has settled down in Morden, Manitoba, and started a new weekly called *The Morden Empire*. The first two issues are decidedly well printed and well written, and Morden will profit by having a second advocate of its interests. Mr. Pickwell has many of the qualities of the practical and successful journalist and should do well in his new home.

The Lapinka Gazette is Frank Lush's new weekly.

J. S. Willison, editor of *The Globe*, is taking a month's holidays in Muskoka.

Hugh Clark is writing the editorials in *The Ottawa Journal* during P. D. Ross's absence on vacation.

The Divisional Court at Toronto has ordered a new trial in the case of *Douglas vs. The Chatham Planet*.

D. W. King, publisher, Kaslo, B.C., has sold out to *The Kootenay Printing and Publishing Company*.

The Milton Champion was partly burned out Aug. 6, and a new building and new type were at once ordered.

R. W. Northey, publisher, Rossland, has been succeeded by *The Times Printing and Publishing Company*.

Mr. Hugh Graham, proprietor of *The Montreal Star*, is home again, after a two months' trip in Great Britain.

Manager Flint, of *The Linotype Co.*, has returned to Canada, after an extended business tour in South Africa.

John S. Fry has withdrawn *The Sun* from the journalistic field in Dundas after a courageous effort to give the town three papers.

It is 18 years since the first Japanese newspaper was established, and now there are in existence 575 daily and weekly papers, 35 law magazines, 35 medical magazines, 11 scientific and a large number of religious journals.

John A. Cooper, secretary of the Press Association and editor of *The Canadian Magazine*, has the sympathy of his colleagues in the death of his respected father, who died as the result of an accident at Blythe a few days ago.

The Montreal Herald Company have added to their job press room a No. 8, four roller, Babcock, new Columbian optimus. The press was sold and set up by W. Meek, Canadian representative of the Babcock Company.

BOND PAPER

Burmese Bond

Burmese Ledger

These papers are being largely specified. Most printers carry them in stock. Their reputation is well deserved, as the paper is strong and of excellent color and appearance, while the surface is unsurpassed in its writing and printing qualities. If you do not use them, try them.

Prompt shipment and careful attention to LETTER ORDERS.

CANADA PAPER CO.

Paper Makers and
Envelope Manufacturers.

LIMITED

Toronto and Montreal.

SPECIMENS AND SPECIALS.

THE VANCOUVER PROVINCE is issuing a handsome souvenir edition of Vancouver and vicinity, profusely and beautifully illustrated and printed in book form on fine plate paper. It will be the most artistic thing of the kind ever attempted in British Columbia.

"Ripples on the St. John River in Loyalist Days" is the name given to a small souvenir book from The St. John Globe press. It is a neat and attractive publication.

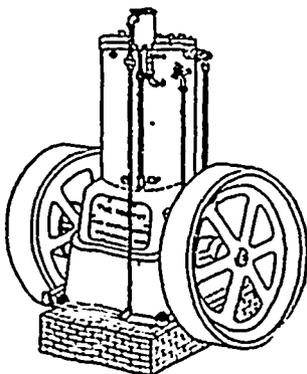
Warwick Bros. & Rutter, Toronto, have issued a fine school stationery supplies catalogue, one of the best we have seen from a Canadian office. In addition, a delightful little pamphlet on good printing, indicating the firm's thorough equipment for doing the kind of high-class work which it recommends to large commercial concerns.

The art of bookbinding, when practised with skill, shows marvellous results. As unique and perfect a piece of work as I ever saw was shown me the other day from the bindery of Warwick Bros. & Rutter. It is a sample case of blank-book bindings. The case was made to resemble a two volume edition of some book. Opened out, there stood revealed two rows of miniature blank books, each $3\frac{1}{2}$ inches by $2\frac{1}{4}$ inches and an

exact tiny reproduction of the real books made by the house. There were twelve different samples, both of stock books and of books made to order. The bindings were: Canvas covers, Russia corners, full Morocco with extension index, full calf double Russia bands, full calf single Russia bands, full calf plain Russia bands, half calf, half black Persian, half Russia, full Russia, full Russia single bands, full Russia double bands, canvas and bands. The case was bound in full Morocco. Altogether a wonderful set of bindings, reflecting the highest credit upon those responsible for the workmanship.

The works of the Linotype Co., St. Antoine street, Montreal, were badly damaged by fire on July 29. The blaze broke out in the engine-room, and, before it could be brought under control, the engine, grinding and tool rooms were completely gutted. The top flat, where the Oliver typewriters, which the Linotype Co. control for Canada, were manufactured, was severely scorched also. The damage totaled up about \$35,000, fully covered by insurance. The cause of the fire is not known. Electric power has been installed in the factory pending the purchase of new boilers, engines, etc., and work has been resumed. Though a number of Linotype machines were destroyed, a large stock of finished parts escaped injury, so that there will be no serious delay in filling orders.

Press Room Power.



"Built for Hard Work."

The Northey Gas or Gasoline Engine is a smooth, easy running form of power—can be shut off instantly or set going again at full speed in less than a minute. These are practical advantages, of special value to printers. We have testimonials from newspaper men and printers who say that they are, and that they find our engine perfectly satisfactory in every respect.

The power can be regulated to the amount of work required—there is no waiting to get up steam—no fire—no heat—and it is absolutely safe in the hands of even the most inexperienced person.

Our Booklet tells all about it. Write for it.

Northey Mfg. Co., Limited, 1007 King Street
Subway Toronto

THE NEWSBOY OF PARIS.

HE is a type that interests me considerably. He dresses neatly, to begin with. He generally carries a silk umbrella, and not infrequently—I give you my word that I am not exaggerating—he puts by his money to get hold of a frock coat and a silk hat. He offers his papers without the slightest air of conviction. The Government has forbidden him to declare the latest news—if any—publicly, and, accordingly, he lets his papers sell themselves on the strength of their names. A London newsboy, with the latest “special” under his arm containing the result of the last race, would cease to be a mass of newspapers, rags and “awful tragedies” if he came across his French brother, and would calmly fold himself up and die from sheer grief. He would turn cold at seeing a man quietly taking out his purse and rendering you exact change for a five franc piece, and not having the intelligence to go into a public house close by with a back entrance to it.

Perhaps it is the fact that racing does not excite the editor that accounts for this. The racing results are given on an entirely different basis. Sporting journals issue to subscribers a small sheet resembling a telegram after each race, and these are stuck up in the cafes and gargottes as they arrive. Accordingly, the newsboy comes on the scene later in the evening more impassively, and as there are no contents bills in France, on account of the stamp tax, he is spared the trouble of helping out the sub-editor with delicate lies that the latter would envy, but would not have dared to put in 4-inch type. Still, they are not entirely devoid of the enterprise of their London brethren, and they use that old trick that is so dear to suburban districts, and which, next to Bradshaw's Guide and “This man's father was my father's son,” has caused more blasphemy than anything I know of.

You are sitting quietly reading, when there is a hoarse cry of “Le Jour—edition speciale.” You wonder what the special could be about, for, as a rule, Le Jour comes out regularly at 2 in the afternoon. You pass over your amazement and continue reading, when a veritable army rushes through the streets crying at the top of their voices. You try to imagine what has happened. Has Rochefort turned Christian? Has the Government decided to sell matches that will light; has—well, what has happened? You scorn heart troubles and bolt after the boys. When you buy the paper you know.—To-Day.

PERSONNEL OF PARLIAMENT.

Messrs. John Lovell & Son, Montreal, are making a special offer to newspaper editors in connection with their new book, “Personnel of the Senate and House of Commons.” The book will be for many years a valuable work of reference. It contains biographies of all the members of Parliament with half tones from recent photographs. The price was \$10 and \$5, but the publishers have bound up a limited number in cloth which newspapermen may have for \$2.

BLOTTING PAPER WITH FINE FINISH.

Buntin, Gillies & Co., Hamilton, are showing a cloth finish blotting paper especially suitable for fine advertising. The paper is made in imitation of damask, and would make an attractive and striking job. The price is no more than that of good blotting paper of the ordinary finish.

We
have just received

17 Cases
containing
18,714 Sheets

Seconds White Blanks

PRICES (while they last):

3-ply,	\$1.35	per 100 sheets.		
4- “	1.50	“	“	
5- “	1.65	“	“	
6- “	1.95	“	“	
8- “	2.25	“	“	
10- “	2.70	“	“	
12- “	3.00	“	“	
14- “	3.50	“	“	

Colored Chinas

\$1.00 per 100 sheets.

Transluents

\$1.80 per 100 sheets.

**Buntin, Gillies
& Co.**

Hamilton

Agents for—

Morgan Envelope Co.
Note extra size of No. 7 and No. 8.

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, AUGUST, 1898.

THE QUEBEC COMMISSION.

THE paper and pulp men are watching with the deepest interest the coming conference of the British, Canadian, Newfoundland and United States Commissioners, at Quebec. Never, in the history of the two great branches of the English-speaking race, has there been a meeting of their accredited representatives fraught with greater importance, not only to the commercial and industrial, but to the social and political interests of the two nations, and also the advancement of the cause of civilization and prosperity of the world. It is, in a sense, the reunion of a divided family circle for settling those differences which often arise between members of the same family, and under the influence of which many bitter and unkind acts are done and words spoken which would not have been dreamed of had the differences occurred with strangers.

The lumbermen of Ontario have lost no time in making their desires known and have demanded free lumber as an equivalent for free sawlogs. The scope of the Commission is wide and embraces among other things a consideration of the tariff regulations of the respective nations so far as they affect their natural resources and the products thereof. Our Governments, both Provincial and Dominion, have, in past negotiations, and, perhaps justly so, acted upon the assumption that in considering the desires and requirements of the lumbermen the entire range of forest wealth had been covered. But times have changed, and it is merely a question of time, if it has not already arrived, when the lumbering industry, as represented by the sawmill men, will be of secondary importance in considering questions relating to this source of natural wealth. Any discussion or arrangements which may be made in reference to the tariff on forest products which does not carefully preserve and protect the interests of the pulp and paper industry will be manifestly improvident and against the best interests of the country. The pulp men, especially, should, without delay, place their case before the Government and demand equal consideration with the lumbermen. King Pine is no longer supreme, but must share the sceptre with Queen Spruce, and the interests of both should be considered. The point to be borne in mind is that a giant industry has sprung up in our forest during recent years which bids fair to be of greater financial value to the country than the lumber industry, giving employment to a larger number of men and converting the standing timber into a more valuable article of commerce than lumber. This fact should have due weight with the Canadian and British Commissioners. If it is to the advantage of the Cana-

dian lumbermen to be able to send free lumber into the United States, in return for the privilege of allowing them to get free logs, why should not the same rule apply to pulp logs and wood pulp, and with added force, when it is considered that a log of certain dimensions when converted into pulp is worth 25 per cent. more than a log of the same dimensions sawn into lumber, which represents just that much additional wealth to the country in wages earned by its workmen, and this result is accomplished by the utilization of a class of timber which has hitherto been regarded as comparatively useless. There is not, necessarily, competition between the lumber and pulp industries; both can be carried along together with advantage to each and with mutual profit; both have their well defined place in the industrial world, but it is the attaching of undue preponderance to the lumbering interests by the Commission that the pulp men have to guard against. Instead of "free lumber for free logs" the cry of both industries should be for free entry for the manufactures of our forest products in return for the privilege of getting the natural products of our forests free. An arrangement which favors one branch of our forest industries and ignores the other will be manifestly unfair.

BRITISH MARKETS.

LONDON, Aug. 6.—The market for mechanical pulp shows little change, prices for forward delivery easing off a little, though spot parcels remain firm. Notwithstanding the heavy advance in freights, which in one instance brought the price up to 17s., shipments from Canada are still coming forward. There is very little sulphite in stock, and spot parcels are commanding good prices. Although forward deliveries are lower, as there is very little held by paper manufacturers, no material fall in price looked for before the fall. There is not much demand for soda pulp, but prices remain firm. Quotations are:

CURRENT NET PRICES. C.I.F.

	£	s.	d.	£	s.	d.
Sulphate and soda, bleached, per ton	10	0	0	12	10	0
" unbleached, first	8	0	0	8	10	0
" " second	7	15	0	8	0	0
Sulphite, bleached,	11	10	0	15	0	0
" unbleached, first	8	5	0	10	7	6
" " second	8	0	0	8	2	6
Pine, dry, in sheets	4	2	6	4	10	0
" 50 per cent. air dry	2	0	0	2	2	6
" extra fine	2	2	6	2	7	6
Brown, dry	4	2	6	4	7	6
" 50 per cent. air dry	2	2	6	2	5	0
Aspen, dry	6	10	0	7	10	0

NOTES OF THE TRADE.



THE press, of St. John, N.B., are divided in their opinions regarding liberality of treatment and encouragement of the pulp industry. It has been proposed to extend the city water supply system to Carleton and Fairville districts, one of the chief reasons being to furnish water to the proposed pulp mills at these points. The Gazette warmly supports the scheme, but The Globe, while willing to give water

to the suburbs named for ordinary purposes, wants the extension made upon a smaller scale, making no provision for the requirements of the proposed mills. There are not many municipalities that would refuse to give a reasonable supply of water, if by doing so pulp mills could be established.

A 40-ton sulphite mill on the Restigouche has been projected.

Good progress is being made on the new pulp mill at Mispic, N.B. A large consignment of machinery is on hand.

A cargo of 4,000 tons of pulp was taken aboard the ss. Hazeldene at Port Medway, N.S., recently, for Cardiff, Wales.

The Sault Ste. Marie Pulp Mills report a steady demand from Canadian paper mills that are not equipped with pulp mills.

The equipment for a saw and pulp mill has been taken by Capt. Eaton to the Labrador coast. The captain believes that pulp can be manufactured cheaply there.

Ten four-storey frame dwellings, belonging to the Laurentide Pulp Mills Co., at Grand Mere, Que., have been destroyed by fire, and twenty-eight families rendered homeless.

The Shawenegan Water and Power Co. have, it is reported, abandoned their intention to erect pulp mills for the present, and will devote their energies to the development of power.

The Halifax, N.S., Herald is authority for the statement that Nova Scotian wood pulp has been sold in England at £5 3s. 4d., when the Scandinavian article was bringing £4 6s. only.

The barking mill of the Maritime Sulphite Fibre Co., at Chatham, N.B., with two freight cars were destroyed by fire recently. The large quantity of pulp wood stocked in the yard was saved.

The representative of a number of capitalists is prospecting on the Madawaska river, Renfrew county, for a site for a pulp mill. If a suitable location can be found a mill of extensive proportions will be erected.

From the British Board of Trade returns, it appears that the average value of the 25,873 tons of pulp which Canada shipped to the United Kingdom last year, based upon valuation reported to the Board of Trade, was \$17.75.

J. F. Taylor, of Taylor Bros., owners of the Don paper mills, Toronto, who was stricken with a fit of apoplexy recently, is improving. He is in the prime of life and therefore the chances are strongly in favor of his recovery.

The pulp mill at Sturgeon Falls has been purchased by an English syndicate, who have sent out an expert who is arranging matters and fixing up the old plant. There are some matters of

detail in connection with the affairs of the old company yet to be settled, and, as soon as these have been done, a large force of men will be put to work.

The shipments of pulp from Canadian ports are steadily increasing. Recently, considerable quantities of pulp from Nova Scotian mills near the Quebec frontier have been shipped from Montreal, instead of via New York and Boston.

Mr. Robert G. Reid, who recently obtained important concessions from the Government of Newfoundland, has under contemplation the building of a gigantic wood pulp mill. The proposed scheme also embraces the erection of paper mills.

The G.T.R. Co. has succeeded in putting in the diamond crossing where the street railway track is crossed by its new spur line, from its track to the Merritton paper mills. The aid of the police was invoked by the Street Railway Co.'s officials, but the work was accomplished at midnight.

The Pembroke Lumber Co. have acquired the timber limits of Bronson & Weston, the Ottawa lumbermen, on the Petawawa river and Bissett's creek. There are some fine tracts of spruce on the Petawawa river, and a company was formed, some months since, to establish a pulp mill on the banks of that stream.

The Ontario Government has sent out an exploration party to report on the comparatively unknown tract in the Algoma district lying between the C.P.R. and the headwaters of the Goulais river. It is believed that there is a large quantity of spruce in the district, and, if so, the proximity of the railway will bring it into the market at an early date.

Sir Wm. Van Horne denies that his recent visit with his fellow director, Mr. R. B. Angus, to England was for the purpose of floating bonds of the Laurentide mills. It will not be necessary, he asserted, to cross the Atlantic to get the money necessary for that purpose. The company's new mills, with a capacity of 250 tons a day, are now ready for work.

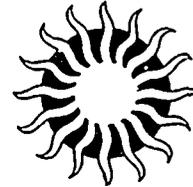
A number of prominent British papermen have visited Canada and the United States this summer on the lookout for opportunities to extend their business connections. Among them were: Albert E. Reed, Tovil; W. H. Reed, Silverton; J. Horsbrough, of The Hele Paper Co., of Collumpton, Devon; Harry B. Wood, of Manchester, and R. P. Skelton, of The Ramsbottom Paper Mill.

A decision of some little interest has been rendered by the U.S. Commissioner of Internal Revenue, who has issued an order that all shipments to Canada are to be treated as export shipments, and a ten-cent stamp must be placed on each bill of lading, as in the case of all export shipments. The Central Freight Association was disposed to treat shipments to Canada as local shipments, and use one-cent stamps on the bills of lading.

The men who are taking out pulp wood in the Georgian Bay and Lake Huron districts for the United States mills have been victims of the recent heavy storms. A boom containing 7,000 cords, which was cut on the Canadian shore of Lake Huron recently, broke and went to pieces in Anderson Bay. Six hundred cords of wood, owned by S. A. Marks, were set free at Portlock and were driven to St. Joseph Island. Both booms were consigned to the United States mills.

The legal difficulties which have delayed the commencement of the work of development, by the Kakabeka Falls Co., of

E. B. EDDY'S



PAPER BAGS

We sell the most Paper and Paper Bags of any mill in Canada.

The inference is that ours are the **BEST**.

We are putting in a large new paper machine which will increase our daily capacity by twenty-two or so tons, and shall be glad to receive enquiries for News, Print, and all kinds of Paper and Paper Bags.

Our facilities are unsurpassed.

The E. B. EDDY Co., Limited

Hull, Montreal, Toronto.

QUEBEC, HAMILTON, KINGSTON, LONDON, ST. JOHN, N.B. HALIFAX.
WINNIPEG, VICTORIA AND VANCOUVER, ST. JOHNS, N'FLD.

the power privileges on the Kaministiquia river, are now practically settled, the official arbitrator having made his award, which has been upheld by the Court of Appeal. The company purposes to divert the Kaministiquia above the falls and bring the water across the company's land to a point where a fall of 180 feet can be obtained, which is 70 feet greater than the natural falls give.

Despatches from Montreal announce that The Grand Falls Power Co., which is composed of Senator Proctor, of Vermont, James Manchester, G. F. Baird and Col. H. H. McLean, of St. John, N.B., purpose to develop the power of the Grand Falls, in New Brunswick, at once. The plans of the company include the construction of a large canal to develop 80,000 horse-power, and the erection of extensive paper and pulp mills. The work to be carried on immediately will necessitate an expenditure of \$1,000,000, but the whole work will require a capital of more than double this amount.

The Riordans have purchased extensive spruce limits on the Ottawa, and have commenced the construction of a four-digester sulphite fibre mill. Hawkesbury, on the Ontario side of the river, has been selected as the site of the mill. There is a good water-power here, and the work will be pushed. It is expected that the mill will be completed in eight months. In return for a free site and exemption from taxes, Mr. Riordan agrees to expend \$200,000 in the construction of a mill, and employ a minimum number of 100 hands. The limits were purchased from Mr. J. K. Ward, of Montreal. The new mill will not interfere with the mills at Merriton, which will be run as usual.

The old firm of Alex. Pirie & Sons, Limited, which was established a century and a quarter ago, and incorporated as a private company in 1881, has been converted into a joint stock company with a capital of £1,000,000, of which £400,000 is cumulative preference shares of £10 each at 4½ per cent.; £300,000 in ordinary 6 per cent. shares and the remaining £300,000 deferred shares. The company's extensive works, Stonewood, Woodside and Union works at Aberdeen, and their large London establishment are taken over by the new company. The ordinary and deferred shares are to be issued in part payment of the purchase price, and £100,000 of the preference stock has been applied for by shareholders of the old company. The profits for the last years were: £44,452, £43,818 and £48,378 respectively.

UNITED STATES TRADE.

From the yearly returns of the imports and exports of paper and pulp stock into the United States up to June 30, it appears that the imports of paper stock for that period decreased in value from \$3,071,705 to \$2,870,323, the value received from Canada being reduced from \$587,694 in 1897 to \$212,526 for 1898. The imports of wood pulp during the period covered by these returns also fell off materially, the value in 1897 being \$800,886, and, in 1898, \$601,642. As the supply of spruce wood in the United States is becoming exhausted, and, although the consumption of wood pulp is increasing, from the fact that the importations of that article of raw material also fell off 25 per cent., it would appear either that the United States manufacturers must be using up their spruce wood at a much faster rate than formerly, or else that they are getting a big pile of spruce logs from some of their neighbors. The export returns, under these circumstances, are worthy of consideration. The

wood pulp exported from the United States during the year was valued at \$536,670, and the value of paper of all kinds increased from \$3,333,163 during the previous year to \$5,494,564.

UNITED STATES MARKETS.

NEW YORK, Aug. 13, 1897.

The paper trade is smitten with midsummer dullness, which has been accelerated by the slackening in the demand for news, although prices remain about the same. Books and Manilas are unchanged.

WOOD FIBRE.—Domestic sulphite market was in fair movement. Foreign sulphite, bleached, No. 1, 3.15 to 3.50c.; No. 2 soda fibre, bleached, 2.70 to 2.80c.; unbleached, No. 1, 2.15c.; No. 2, 2.10c. Domestic sulphite, unbleached, regular grades, 1¾ to 2c.; selected quality, 2 to 2.35c. Domestic soda, bleached, 1.90 to 2.10c., delivered.

CHEMICALS.—Trade in heavy chemicals continues slow and without special features. Bleaching powder continues quiet. English bleach sells at \$1 62½; French bleach, \$1 50; German bleach, \$1.55; foreign alkali, in casks, 75c.; American alkali, 65 to 70c.; U.A.C. caustic soda, \$1.80½, with the American article at \$1.75.

BRIMSTONE.—A limited demand has eased off the market. The nominal quotation for spot is \$21.50 and for shipments \$21 per ton.

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

PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in
New Brunswick for sale.

They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

The cost of cutting and delivering at the water's edge or on board cars is probably less than anywhere else in Canada.

The property is well worthy investigation by large operators. Further particulars on application. Address inquiries, care of Editor,



Canadian Paper and Pulp News

Board of Trade,

. . . . MONTREAL.

Paris Aug 12th 98

Dear Sir
 The Engravings came
 safely to hand yesterday morning
 in splendid condition. Please
 accept our thanks for your promptness
 in filling the order also for the
 satisfaction your work has given us.
 We are well pleased. I expressed
 the \$30.00 yesterday afternoon and doubt
 you will have it by the time this reaches
 you. Please take good care of
 the photo and "cut". I will call for
 again. Thanking you
 Yours sincerely
 Wm. O. Wilson

ONE
 OF
 MANY
 ON
 OUR
 FILES

The Toronto Engraving Co.

PHONE 2893

92 BAY STREET.

Your Interest and Ours

PUT US ON YOUR
MAILING LIST
AT ONCE . . .

Your paper should be sent to us regularly. We have constant calls for your local news; your editorial opinions, etc.

When we cut these clippings from your paper we always attach to the clipping the name, address, and date of your paper. These clippings go to capitalists, advertisers, and persons looking for new mediums to place their advertising.

Again, we are constantly asked in regard to the advertising value of different publications, and to speak intelligently along this line we need your paper in our files. We check and keep accurate record of the hundreds of papers received by us, and if yours is not already on our list you should take advantage of our proposition.

This is a cheap and satisfactory way for you to bring your paper before the best class of possible clients.


 Board of Trade Building
 MONTREAL

**MacLean's Press Clipping
 Bureau**

BARGAINS IN Printing Presses,

Etc.

A Few Words to the Printer.

A Second-Hand Press is not a Bargain to the purchaser, if it is not in condition to do satisfactory work. No matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard, it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

A Few Words About Ourselves.

We make a specialty of buying and selling Second-Hand Printers Machinery. We have a machine shop fitted with appliances adapted for doing this kind of work. We employ none but the best skilled mechanics, who have had a life long training in overhauling and rebuilding Printing Presses. We are able to give a guarantee with every machine we sell, and we never ask a price for a machine, not consistent with its proper value.

A Few Words About Prices.

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all complete, ready for work, a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five-Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery.

Drum Cylinders.

Babcock

Two roller, bed 33 x 51; air springs; tapeless delivery; R. and C. distribution. Price, \$1,000. At Montreal branch.

Campbell Country

Bed 32 x 49½; wire springs; splendid condition. Price \$800

Campbell

Complete cylinder; table distribution, tape delivery, bed will print a 6-col. folio sheet; will run by hand or steam. Price \$450. This is a snap.

Cottrell & Babcock

25 x 35; two rollers; tape delivery. \$550.

Cottrell

Bed 24 x 30; R. & C. distribution. \$600.

Cranston Drum Pony

Bed 21 x 28; tapeless delivery; splendid order. Price \$700.

Hoe

Bed 31 x 43; prints 8 column folio. \$650.

Hoe

32 x 47; tape delivery; rack and cam distribution. Price \$650.

Potter

Bed 32 x 50; rack and cam distribution, tape delivery. Price \$750.

Potter

Bed 31 x 45; tape delivery; table distribution. Price \$700.

Potter, Extra Heavy

Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

Potter

Four roller; size of bed 36½ x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new. Price \$1,200.

Scott Job and News

Two rollers; bed 33 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order. Price \$1,200.

Taylor

Will print 5-column quarto sheet, table distribution, tape delivery. Price \$550

Two Revolution Cylinders.

Kladder 4-Roller Pony Press

Late build, splendid machine; will run 3,000 per hour, bed 29 x 26; matter covered 19 x 24 \$900. At Montreal branch.

No. 9 Cottrell

Box frame, up-to-date; 4 roller, two-revolution press; table distribution; tapeless delivery; trip, and all latest improvements; will do the finest kind of book work or half-tone work; size bed 43 x 56. Price \$2,000. This is a great snap.

Cottrell

Two roller; bed 42 x 60; tapeless delivery; air springs; rack and cam distribution; splendid condition; speed 2,000 per hour. \$1,000.

Campbell

Four roller; bed 37 x 52; tapeless delivery; very good condition. Price \$1,500

Campbell

Two roller; bed 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order. Price \$1,600.

Campbell

Bed 41 x 56. Table distribution. Two form rollers. Price \$1,700.

Campbell

41 x 56; table distribution; four rollers. \$1,900.

Potter

Four roller, two revolution press; bed 32 x 46; table distribution; tapeless delivery; air springs; splendid machine. Price \$1,600. This press is a snap.

Folding Machines.

One 8-column Quarto Brown Hand Newspaper Folding Machine.

Splendid order. \$400

hand Presses and Paper Cutters.

Washington Press. 7 column. \$150.

One 8-column Washington Hand Press. \$180.

One 6-column Quarto, Washington Hand Press. \$200.

One 16-inch Miller & Richard Lever Cutter. Good condition. \$45.00.

One 30-inch Sheridan Power Cutter. Price \$100.

One 30-inch Sanborn Power Cutter. Price \$200.

Plow Cutters. Price \$15 each.

One 33-inch Hughes & Kimber Power Cutter.

Very powerful machine. Price \$200.

Card Cutter. 27-inch. \$25.

Job Presses.

Old Style Gordon, 7 x 11. \$75

Old Style Gordon, 10 x 15. \$135

Old Style Gordon, 13 x 19. \$200

Two 10 x 15 Improved Gordon Presses, with throw-off. \$175

One 13 x 19 ditto, with throw-off. \$225.

Hoe Ticket and Numbering Press. Price \$200.

Wharfdales.

Royal Payne

Bed 30 x 30; patent fly; good press. \$500.

Payne

Bed 36 x 46; four roller; patent flyers. \$850.

Payne Wharfdale

Good as new; bed 37 x 50; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$950.

Dawson

Two-color press; prints 28 x 42 paper; excellent machine for posters, bags, etc., in two colors. Price on application.

Miller & Richard Quad Royal

Bed 55 x 49; prints 8-column quarto; fine press. Price \$1,000.

Lithographic Presses, Etc.

Campbell Litho. Cylinder Press

Will take stone 35 x 49, this press is in splendid order. Price upon application.

One Double Crown Furnival Litho. Cylinder Press

In very fair order. \$550.

One Steam Copper Plate Press

This machine is new. \$125.

One Royle Router

Almost new; style No. 2. \$150.

One Royle Router, Radial Arm

Almost new. \$225.

Miscellaneous.

Seven Horse Power "Reliance" Electric Motor, Price \$150.

Eagle Card Cutter. Price \$10.

Sterling Perforator. Price \$30.

Hand Embossing Press

Takes 5 x 7 inches. Price \$50.

Hooke Paging Machine

5 wheel. Price \$77

Hickok Head Compressor. \$75.

Clamp Pad Press. Price \$5.

15-Inch Job Backer. Price \$30.

Two Seal Stampers

Hickok Power Book Sawing Machine. Price \$100.

Thompson Power Wire Stitcher

½ inch. Price \$75.

Kerr Water Motor. No. 3. \$65.

Semple Book Trimmer. \$90.

Paper Jogger. 30 x 44. \$15.

Toronto Type Foundry Co., Limited

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