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PRINTING THE CANADIAN INQUIRER

Vol. II. No. 9]

TORONTO, SEPTEMBER, 1893

[\$2.00 PER YEAR.]

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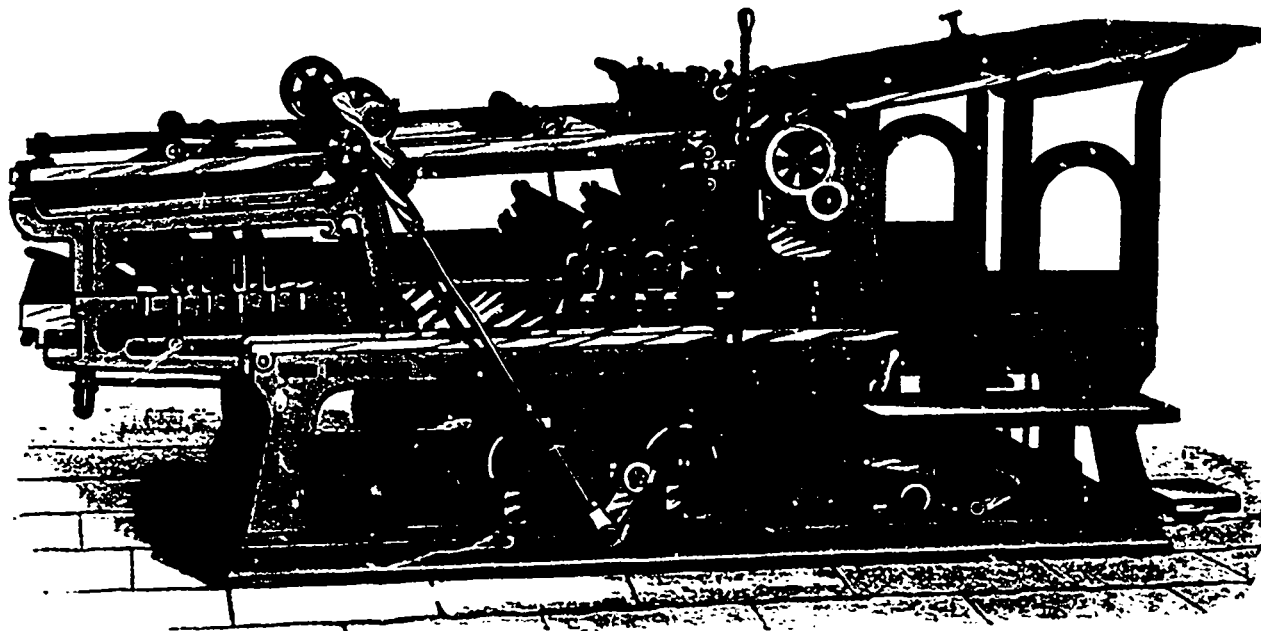
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VOL. II.—No. 9

TORONTO, SEPTEMBER, 1893

\$2.00 PER YEAR.

EDITORIAL NOTES.

Ludicrous in the extreme was the New York Press on Aug. 16th. On its editorial page it had an article headed "A Great American Victory," which being interpreted meant the decision of the Behring Sea Tribunal. In the third column from this it had an editorial note, saying:—"James C. Carter, the head of the New York bar, will be the most disappointed American citizen at the Behring Sea decision. He had drawn upon his highest intellectual resources from the time he was appointed one of counsel to the day when he delivered his argument. He devoted himself almost exclusively to the study of the question in all its bearings; he became absorbed and fascinated by it; he would rather have won that case than have been named for Chief Justice of the United States or nominated for the Presidency."—Consistency, thy home is not in The New York Press office!

* * *

The fifth annual convention of the International Printing Pressmen's Union was opened at Cincinnati, Ohio, on June 19th. The Russell-Morgan and Ault-Wiborg companies got up an elegant souvenir, which was presented to each of the delegates. The Union declared in favor of a nine-hour day. It was decided to hold the next convention in Toronto, Canada. They will no doubt receive a suitable reception in June, 1894, at the hands of the craft of Toronto, whose fame for hospitality has gone abroad through the nations.

* * *

Beginning with August 3rd, The Weekly Journalist is issued in new and improved form. The Journalist is certainly a credit to itself and is a credit even to Boston—the home of learning. It covers the entire field of publishing and writing with its sixteen huge pages and its weekly issues. Its editor, Mr. Benyon, although only in his 26th year, possesses great literary and executive ability.

* * *

The typesetting machines are not increasing in favor in Toronto. It is currently reported that two or three offices would discard them if their contract would allow them to do so. The matrices seem to cause a deal of trouble as their life is only limited, and in their old age they do very bad work.

* * *

That man Holmes, the journalist, who is walking to Vancouver from Montreal, has failed to earn our respect. He is serving no good purpose and his reports are not reliable. A Paris

reporter has been beating his way to Chicago from New York. In the course of his journey he struck Canada. Such men as he and Holmes, and the dead-broke cyclists, ought to be dumped in the land beyond the outskirts of civilization. They would then reach their level.

* * *

Many country weeklies have been taking holidays this month. Some have omitted an issue, others have issued half-size sheets. The latter plan is preferable beyond a doubt. A paper should never miss an issue, for the benefit of its advertisers if nothing else. Newspaper men try to say that an advertisement should appear regularly, and yet they cause irregularity themselves. If you are an editor and want holidays, take them, and let the paper go to the devil, if you haven't a more competent man in your office. Surely you have a friend among the well educated men around town or among the pedagogues, who can with the aid of your staff, yet out one issue without you.

* * *

Last month we ventured to criticize, very mildly, those press builders and paper jobbers who sold their goods in such a way that the buyer was under a continual obligation to them, a situation very conducive to reckless cutting of prices. Canada, young and freshly organized as is her printing trade, has already begun to feel the deadening effect of a system which is much worse in the United States and bad enough in Great Britain. The American Bookmaker says:—"The employing printers of England are waking up to the importance of trade association, and are forming branches of the Printing and Allied Trades Association in the country towns. At one of their meetings in Birmingham recently, it was resolved not to support press builders and type founders who supplied printing presses and type on the hire system, or paper houses which sold paper direct to the customer, or printing ink makers who gave bonuses to pressmen. There is great reason why the United Typothetae of America should take similar action."

* * *

Electric motors are becoming more popular with printers. City job printers use them nearly exclusively. The St. Thomas Journal press is now moved by electric motive power. The care of the steam boiler has now been done away with, and a ten horse power motor has taken its place. In the use of a motor there is no fire, no heat, no filth, better insurance rates, less machinery, and less space occupied. There is no doubt

that steam engines will gradually vanish from the printing houses in the cities and larger towns with electric plants. Then, when Edison masters the problem of turning heat into motion without the use of water and steam, we may expect electric power to be supplied at much cheaper rates than at present. Such an accomplishment would revolutionize the industrial world, and, it is neither impossible nor improbable.

Printers who do not deliver goods on time are cheating their customers and themselves. They are cheating their customers of time, and causing them worry and loss. They are cheating themselves of that reputation for reliability without which no business can prosper. This is a serious matter, and printers should not view it too lightly. Allied trades are no better, and they, too, need stirring up on this point.

Campbellton, New Brunswick, has made a record for itself or its Mayor has. They have a by law there imposing a license on any one who visits that village. Nominally it is intended to be a hawker's license, but in the hands of a Mayor with a high sense of his own importance, it is stretched to suit any one. A few days ago a representative of a weekly newspaper was dogged from the time he arrived by a baliff, until he was heard soliciting a subscription, when he was seized and brought before the Mayor, who ordered him to pay one dollar for the privilege of staying there twenty-four hours. It was alleged that he was a book pedlar. The matter has been placed in the hands of Weldon & McLan, solicitors, St. John, N. B., who say the town has no authority to collect a license from a newspaper canvasser. They will take steps to compel the town to refund the money. In the meantime it is well for travelers to avoid that place. No one is safe while such a Mayor is in power. They may be seized upon at any time and fined simply because they exist.

The directors of The Toronto Empire have been adopting plans for the reduction of expenditures and the putting of the paper on a paying basis. At present most of the capital has been sunk and they are running behind at the rate of \$15,000 to \$20,000 a year. This cannot go on, and the directors' action in endeavoring to reduce this amount and if possible leave a balance on the other side is a very wise one. It is questionable, however, if they have gone about the work in the best way. The retirement of one gentleman from the editorial department, the resignations of the commercial editor, business manager and news editor gave the directors an opportunity to carry out several changes which will materially reduce the expenditures. The new commercial man will have no assistant and will work advertisements as well as news, receiving a small salary and commission. There will be no business manager, the general manager looking after that work, the former gentleman going out as an advertising solicitor. These and some other changes will no doubt seriously impair the efficiency of the paper, but it is the only thing that could have been done. The directors hope to hold much of the ground. The Empire has gained long enough to get it on a paying basis. When this has been reached improvements will follow. Whether they will succeed it remains to be seen. Those who think the paper may be allowed to cease to exist are mistaken. When everything else fails, the Conservatives will be asked to subscribe additional capital.

ANNUAL MEETING OF THE EASTERN ONTARIO PRESS ASSOCIATION.

THE annual meeting of the Eastern Ontario Press Association was held recently in Arnprior, and although the attendance of members was not so large as had been expected, still the meeting was a very pleasant and successful one. Just at this season of the year the majority of publishers are very busy getting out their voters' lists, hence some could not get away from business; others were away to the World's Fair, and others could not make it convenient to go to Arnprior owing to the unfavorable train arrangements, which in some cases would not permit of their reaching their homes until Monday. However, those who attended were very fortunate in having fine weather, and the good programme of entertainment which had been provided for them was greatly appreciated. On Friday morning with the visiting pressmen, under escort of Mayor Harvey, Dr. Armstrong, Messrs. M. Galvin, J. W. Tierney and the local publishers, were driven to Diamond Park Springs, where a few hours were pleasantly spent. After lunch the party re-entered the conveyances and were driven to town, visiting Messrs. McLachlin Bros.' mills and other places of interest during the afternoon.

At 7 p.m., the Association convened in the Council Chamber to transact its business, President J. C. Jamieson, of the Belleville Intelligencer, in the chair.

The President's address was a very interesting one, and was greatly enjoyed by the members.

After the minutes of the preceding meeting had been read and confirmed, Mr. John Pollard, of the Napanee Express, read a paper on "Forty Years as a Practical Printer," which was full of useful points to the pressmen. Other members gave short addresses which were of great value to the fraternity, and were highly appreciated.

The election of officers was then proceeded with, resulting as follows: President, Mr. John A. Macdonald, Arnprior Chronicle; Vice-President, Mr. R. C. Miller, Pembroke Observer; Secretary-Treasurer, Mr. James McLeod, Almonte Gazette; Executive Committee, Messrs. W. F. Walker, Perth Courier; G. F. McKimm, Smith's Falls Record, J. C. Jamieson, Belleville Intelligencer, Thos. Southworth, Brockville Recorder, and E. K. Johnston, Arnprior Watchman.

Renfrew was decided upon as the next place of meeting, and the time on the second Friday in August, 1894.

After other business of interest had been transacted, the Association adjourned to attend

THE BANQUET.

The banquet was held in the auditorium of the Town Hall. The Board of Trade were the promoters, and has every reason to feel elated over the success of the first banquet under its auspices. Music was supplied by an orchestra of four pieces. Their selections were appropriate to the several toasts, and were well rendered. Messrs. Doughty and McHraith also contributed vocal solos, and there was a song by Mr. George Richman, "Three Jolly Britons." There was but little singing done at the banquetting board, the talents of the company seeming to run more in other directions. No wines or liquors were served, the toasts being drunk in nature's beverage, clear, sparkling water. Mayor Harvey filled the office of chairman with his well known ability, and was ably supported in the vice-chairs by Mr. Geo. E. Neilson and Dr. Armstrong. In their prefatory

remarks when proposing toasts these gentlemen upheld their reputation for tact and ability, combining wit with brevity and eschewing irrelevancy. The speech-making, most of which was plain, was not impromptu, but of a standard worthy of the occasion. In proposing the health of "The Queen," "The Prince of Wales and Royal Family," and "The Governor General," the chairman gave expression to loyal sentiments which were liberally applauded. The toasts were honored in the usual way by the company, the orchestra supplying the accompaniment. "The Army and Navy" was coupled with the names of Capt. Macdonald and Lieut. Craig, who made suitable responses, "The Red, White and Blue" having meanwhile been rendered by the orchestra. Mr. Pollard, of the Napanee Express, and Mr. Jamieson, of the Belleville Intelligencer, were sponsors for "Legislative Bodies." Mr. Pollard, who is a Liberal in politics, confined his remarks chiefly to the Ontario Legislature, and was refreshingly Radical in tone. Mr. Jamieson, a Conservative, was less specific in his utterances, launching forth in a patriotic address affixed with a quotation from Canadian history relative to the taking of Quebec by Wolfe. His style of oratory is a good deal like that of the Hon. Mackenzie Bowell, whose son-in-law he is. "Our Municipal Institutions" elicited speeches from Mr. R. C. Miller, of Pembroke, and Councillors McKay and Johnston, of Arnprior. In the course of a good speech, Mr. Miller said much in praise of Arnprior, especially of its civic government and its Town Hall. "The Manufacturing and Mercantile Interests of Canada" brought out some fine deliverances, the speakers being Messrs. Thos. Stewart, M. Galvin, J. W. Tierney, David Craig, John Tierney and Wm. Russell, all of Arnprior. The two gentlemen last named have been in business in Arnprior since the history of the town began, having witnessed its growth from a wilderness to its status of to-day, and they were able to give some interesting reminiscences and depict the rapid advancement made by that place in the comparatively brief period of its existence. Messrs. Stewart and Craig made witty, though practical, remarks which provoked no little applause. Messrs. Galvin and Tierney, the Councillors, handled their subject well, showing to the assembly that in the Arnprior Council are men possessing sound practical views as well as the ability to tersely and fluently express them. The former was strong on mercantile interests, which he considered of even more importance than those of manufacturing, and spoke of the rapid advance made in that line in recent years. Mr. Tierney advertised Arnprior pretty thoroughly from every standpoint, treating of its advantages, accomplishments and possibilities, and in his peroration made reference to the proposed Ottawa ship canal, a scheme which Arnprior people would fain see take practical form. His speech was characterized by good sense and well-rounded periods. There being nobody present to reply to "Agricultural Interests," Vice-Chairman Neilson spoke briefly on that subject, portraying the merits of that section as a farming country. Drs. Armstrong and Steele responded to "The Learned Professions." Dr. Armstrong declared the press the hand-maid of the physicians in fighting disease, the newspapers being ever on the watchtower to guard against its approach. The Doctor's remarks were well suited to the occasion, and in Dr. Steele he had an able confrere. Chairman Harvey proposed the health of the visiting newspaper men, and excellent responses were forthcoming from Messrs. Bone, of Pembroke; Osborne, of Mattawa; Walker, of Perth; Smallfield, of Renfrew; and McLeod, of Almonte. Mr. E. K. John

ston, of the Watchman, who had just joined the Association, made a felicitous speech. "Our Railways" was responded to by Mr. Mountain, of the O., A. & P. S. Ry. The toast to "The Ladies" was enthusiastically honored. In selecting Messrs. John Hood and D. J. Campbell to respond to this the vice chairman showed that he desired "God's best gift to man" to be treated handsomely. Following this were congratulatory remarks by visitors, after which came "Auld Lang Syne" and the National Anthem.

On Saturday afternoon the visitors, accompanied by a number of citizens, took a trip on Chats Lake, on the steamer Columbia, which was highly enjoyable. It was the intention to have made a trip over the O., A. & P. S. Ry. to Ottawa in the afternoon, Mr. Booth having placed a special car at the disposal of the party, but owing to the fact that so few were present who could avail themselves of the pleasure, that portion of the programme was abandoned. Altogether the gathering was a very pleasant, harmonious and profitable one, and the visitors left for their homes exceedingly well pleased with the warm and hearty reception they received from the citizens of Arnprior.

A PLEA FOR THE BOYS

THE London Press-News takes exception to some remarks in an American trade journal in reference to the training of boys in printing offices. It says:

English job printing, on the whole, is not much appreciated by American typographers. We observe that one trade journal considers our chief failure as artistic job printers to be due to the fact that "in England the boy must go through a regular routine, and would be thought impudent or presumptuous should he suggest anything out of the old-fashioned way. The employers of that country will find it stiff work to advance artistic printing until they grant more freedom of action to the young beginner. They must strike away the shackles of custom that bind him down, and allow him to develop into a workman whose thoughts and actions are not trammelled by an old fogy system that has fastened itself on the trade and throttled the spirit of the age." This is a little bit nonsensical. Should a youth in a printing office submit a good idea in his work, a sensible employer thinks it "impudent and presumptuous." On the contrary, he is only too glad to avail himself of new ideas for business purposes. The fault of inferior job printing, wherever it does exist, is, to our thinking, more attributable to the lack of material and technical knowledge than to the want of "freedom of action in the beginner."

The American Bookmaker commenting on the above, says: In this case the Press-News appears to be in the right. As a rule the beginners in this country are allowed too much "freedom of action," and instead of developing into good all round compositors many of them learn only one branch of the business and that imperfectly. Numbers of those who can set what they call an artistic job have no idea of punctuation, are the poorest kind of book compositors, and are thorns in the sides of proof-readers. Judged from correct standpoints the average young American compositor is far behind his brother in England. The fault is not with the boys, however, but it is a result of the lack of proper training, which is absolutely necessary to the proper understanding and application of the business.

Mr. T. B. Warren, editor of the Patriot, Montreal, has been making a tour of the maritime provinces.

Printer and Publisher

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J. B. McLEAN,
President

HUGH C. McLEAN,
Manager

TORONTO, SEPTEMBER, 1893

A TALE OF TWO PRINTERS.

ONCE upon a time in a Canadian city there lived two young men, printers by trade, both ambitious. Their surnames are suppressed but their Christian or "water" names—as Oliver Wendell Holmes calls it—were striking and hence worth mentioning. One was called Procras, and his brother typos always wanted to know whether he was Grecian, Hebrew or Heathen, but he maintained that he was a Canadian in spite of the fact that his parents were born and bred in one of the counties of the easy-loving Emerland Isle, where they love, hate, loaf and grow fat. His friend's name was plain John. This pair worked together at the case, and both, like Caesar, were ambitious. John was getting along somewhat better than Procras because he paid a little more attention to his work and didn't waste so much time. Procras was an honest fellow, but with the \$1,000 his father had left him he was anxious to start a printing office of his own, and knowing that he would soon do this he saw no reason why he should try to do more than was absolutely necessary to maintain his present position.

One bright spring day Procras made a start with the blossoms. He rented his office and put up his sign. He paid for his type and got his presses (by means of a chattel mortgage). He got his first job, and the work was delivered at the hour promised except that it was 150 minutes late. The man who ordered it took out his watch as the parcel was handed to him, looked surprised, paid for his work but said nothing. A few days afterwards Procras called on him and asked if there was any further work that he might figure on. The customer courteously declined his services, and Procras received no more work from that firm. Why he didn't, he never realized.

John got a partnership in another business with his \$300 of hard-earned capital, and was made foreman of the composing room. He made it a point to have his work out on time—because John was well brought up and hated a lie.

To-day, John's firm is rich and prosperous, the customers numerous and of the best class, their office run on a well-enforced system, and their reputation for neat work and promptness

above reproach. Procras never could build up a trade because he delivered everything an hour or more behind time, and finally he was hanged—for the murder of time.

Procras has many brothers. They are engaged to-day in the leading cities of Canada in photo-engraving, stercotyping, wood engraving, paper jobbing and printing. They never are known to keep their engagements nor deliver goods on time, and as a consequence they never get the best and most profitable trade.

Are you a brother to Procras, or are you a relation to the sturdy John?

TRIVIALITIES.

OUR life is made up of trivial occurrences, the neglecting of any of which might be and often is exceedingly disastrous. These trivialities are just what the newspaper man or printer must observe, note and study.

The weekly or even daily newspaper of to-day which surpasses its competitors, accomplishes this by noting more trivialities than the latter. The country weekly must note the fact that "Mr. Jones, the dry goods merchant, and his milliner, Miss Feathers, have gone to the city this week," and should he forget that "Miss Sawyer-Brown, daughter of Hiram Sawyer-Brown, Esq., of Sawyer-Brownville, was visiting her second cousin, Mrs. Isaacs, for a few days last week," he has lost a friend. Some weekly newspapers have a column of locals, half of which is not really local, and two or three personals each week, and then the editor sits in the big chair with his feet on the desk, and the paste pot for a cuspidore and wonders why the farmers are not bringing in wood, chickens, apples and new potatoes. To procure these dainties of life, the editor of a country weekly must hustle for the news just like a city reporter. He must note the comings and goings of every individual who breathes the atmosphere of that town. "I will fill my paper with people's names" is a good rule to follow, because man is vain and woman a tissue of vanities.

Advice of this kind to the city editor of a big daily would be presumptuous and unnecessary. Many of their humbler brethren have yet to learn the lesson.

But trivialities affect the printer in another way, or rather when his work is viewed from a mechanical standpoint. The slight mistakes in the paper are what cause trouble. A mistake in an editorial criticizing the action of some public body, may not be resented but may rather be attributed to a divergence of opinion, but a mistake in the initial of some reader's name arouses bad feeling, which it is difficult to allay. The omission to mention some little social event is considered a decided slight by the participants. Every little occurrence must be chronicled, and every detail noted and noted accurately.

The editor whose paper contains most notices of trivialities receives most credit for having "a newsy sheet."

A BIT OF HISTORY.

THE sale of the Presbyterian Review, a weekly paper published in Toronto, terminates an interesting bit of newspaper history. Some years ago, a Toronto clergyman was very much taken with an idea that a paper should be circulated among the Presbyterians in Canada at the popular rate of one dollar a year. He tried to get the Canada Presbyterian, an old established paper, to reduce its subscription to that sum. The proprietors informed him that they were doing little more

than paying expenses at two dollars, and they could not afford to reduce the price. He then succeeded in organizing a company to do so, explaining that there would be big dividends but that anything over six per cent. was to go to missions. In due time the dollar paper appeared. They tried to get the General Assembly to take it up, promising help to missions by excess dividends. It ran for some years, then, funds giving out, a bright idea struck some one on the Board, that the establishment of a retail book store would be a profitable venture and help to carry on the paper. By this means they received another large sum of money. In all they seem to have got about \$40,000 from the Presbyterians, who were too easily imposed upon. The store did not pay, in fact, it ran the paper and itself further into debt, and with quarreling with various managers and making various charges, the company squandered all they got, and the shareholders found themselves in debt many thousand more. This is why it was sold. It was stated that the reverend gentleman who was so enthusiastic in the establishing of it took good care not to carry any stock in it himself. It has been purchased by Thomas Clougher, who was for many years with the Presbyterian Printing Co. The paper was fairly well edited, and, being strongly pushed, obtained quite a fair circulation. But at \$1 it was found that it did not pay, and about five years ago the price was increased to \$1.50. At this figure experience shows that it was not profitable. It is likely it will be increased to \$2.

The Canada Presbyterian remained at \$2 and lost very few subscribers, and continued to gain, so that its circulation to day is greater than it has ever been. Is this not an argument for country publishers to endeavor to get \$2 for their weekly? What a miserable pittance many of them make at \$1 year.

GOVERNMENT PRINTING.

NOTWITHSTANDING the strong theoretical arguments put forward by Nationalists and others of that ilk, Government printing offices are not proving such a practical success as their promoters would seem to claim for them. Recent news from Australia conveys the information that many of the employees of the Government printing office at Sydney have been discharged and that the major part of the Government work is now being done by private firms. This will be another blow to the theorists.

In Canada the Federal Government printing office has never been a success financially, and a note in another column shows that at present there is a difficulty over the fact that slack work has caused the temporary laying off of forty or fifty printers. The trouble is due to the fact that at some seasons there is more work than at others, and during the slack period the printers must be paid for doing nothing or discharged with a risk of not being able to get good men when the rush comes. Both plans cause a loss; the first one in paying more wages than are earned and the second one in securing inferior workmen at high wages, and also in an unnecessary delay of work.

Private printing offices are more economically managed than governmental printing offices. This is an acknowledged fact, and as such needs no reasons to support it, although these are numerous. A private establishment drawing its work from many sources and is not liable to the delays and slack periods mentioned above. Its plant is never lying idle, and its investment

is always earning money; hence it can give cheaper prices. Its supervisors have a personal interest in its economical progress, and those of a government printing office have not.

There are inherent defects in the governmental system of doing work, especially when party politics prevail, and on account of such defects the Government's employment of labor should be minimized in democratic countries. Private firms can do the work at a less cost to the Government and still make a profit for themselves. In giving out the work, of course, the system of tendering must be a good one, and carefully and thoroughly managed by men who are above favoritism and speculation.

THE CHICAGO CONVENTION.

EVERY Canadian printer and publisher who desires to go to Chicago in the special car, which will convey the Typothetae delegates from Toronto, should send his name to A. F. Rutter, the captain of the Toronto delegation. They will thus be enabled to participate in the cheap fare which will be given to the delegates, and all the extra privileges which are accorded to a party of this kind. The date of the opening of the convention is September 19th.

* * *

The Entertainment Committee of the Chicago Typothetae has sent out a circular, dated August 21st, which tells of the arrangements for the convention. The delegates are recommended to engage rooms at The Hampden, corner Thirty-ninth Street and Langley Avenue, or The Cambridge, corner Thirty-ninth Street and Ellis Avenue. The former is the hotel headquarters of the Entertainment Committee, and within easy reach of the Fair Grounds. The price at the Hampden is \$1.50 each for one in a room, and \$1.00 each per day for two in a room—meals extra. The meetings will be held in Assembly Hall, at the intersection of the Colonnade, south-east corner of the Agricultural Building, World's Fair Grounds. This building will be the headquarters. A drive will take place at 10 a.m. on Tuesday 19th, in six horse Columbian coaches holding forty persons each, ending at Assembly Hall. On Wednesday there will be a sail on the Christopher Columbus, ending at the Fair Grounds at 11 a.m. Thursday and Friday are devoted to the convention and inspection of machinery and appliances pertaining to printing and binding, and the paper and stationery exhibits. On Friday at 8 p.m., there will be a banquet in the beautiful New York State Building.

* * *

The arrangements are perfect, and the Committee have shown admirable taste and good judgment. The chairman, C. H. Blakely, and his numerous colleagues are to be congratulated on their careful preparations, and as they are men whose hospitality is unsurpassed, the delegates are assured of a pleasant time. The Canadian printers and publishers who will visit Chicago at this period promise to be very numerous, and they are wise in taking the opportunity of meeting the great printers and publishers of America, albeit they are not able to obtain all the privileges which the Typothetae delegates will have.

The British postoffice authorities have at length decided that communications printed in typewriting type may henceforth be sent at the printed matter rates. No less than twenty copies may be posted at the same time.

COUNTRY NEWSPAPERS.

NO doubt all my brethren of the country press, in common with myself, have been reading Mr. W. D. Howell's sketches in *THE CANADIAN PRINTER AND PUBLISHER* with more than passing interest. They recall the trials and vicissitudes of rural pressmen in the days when the old Streetsville Review was a power in the land, and when it denounced wickedness in high places, jumped on the *Globe* with both feet and alluded to Toronto as "Muddy Little York" with perfect freedom. In those early days an antiquated hand press, a few fonts of job and news type, an old table or marble slab, and a keg of black ink constituted the "plant" of the average country newspaper office. At that time the columns of the country newspaper were chiefly devoted to foreign news with an occasional editorial, relating to some matter of local or general interest, thrown in by way of variety. Short, breezy, newsy local items, such as characterize every country newspaper, worthy of the name now a days, were then practically unknown. In short, the country newspaper of forty or fifty years ago was edited somewhat after the fashion of the magazine with a mild suggestion of the first page of the daily journal of to-day. Admirably as they suited the public taste half a century ago, such journals could not be successfully conducted in this last decade of the nineteenth century. They would die of dry rot or some other disease inside of twelve months—perhaps less.

Many of our neatest and most ably edited country newspapers at the present time are printed on Washington hand presses—quite different affairs, of course, to the ancient type-crushers already alluded to. Perhaps I would be safe in saying that the majority of rural journals are printed on hand-presses. It is slow work, but when the pressman possesses good taste and several ounces of brains, the general appearance of the sheet is equal to that produced by the average country power press. Among the many excellent newspapers printed on hand-presses, I might mention the following: Parry Sound Star, Oakville Star, Milton Reformer, Erin Advocate, Flesherton Advance, Bolton Enterprise, Shelburne Economist, Weston Times, Orangeville Post, Dundalk Herald, Chatsworth News, Durham Chronicle, Grey Review and Hanover Post. Of course there are many others, but these are sufficient for my purpose now. With the exception of the *Dufferin Post* and *Grey Review*, all the papers mentioned use "patent" sheets, and the average circulation would probably be in the neighborhood of 700. This estimate is based on personal observation and without reference to the wild ratings in the *Canadian Newspaper Directory*. The *Dufferin Post*, I think, leads in circulation with the *Erin Advocate* a close second. Be this as it may, these papers are all printed on hand-presses, and the remarkably handsome typographical appearance of some of them might lead the uninitiated to imagine that high class power presses did the work instead of the much despised (in some quarters) hand-presses. All this goes to show that the usefulness of the old hand-press is not gone nor is it likely to go for many years to come—not, indeed, until a power press has been manufactured which can be set up in a man's office at a cost not exceeding five hundred dollars. Even then the old hand-press can be made to do duty in taking proofs, "small runs" of posters, etc.

My ideal of a country newspaper is a seven-column folio, all printed at home. But I am sorry to say it is not the general

public's ideal, and for that reason I very often find myself halting between half a dozen opinions. To live up to my ideal, I should now be publishing a seven-column folio; but, as a matter of fact, the paper issued under my direction is an eight-column folio. Yea, verily, and I am even now seriously contemplating an enlargement to the popular eight-page, six-column size! This looks dreadfully inconsistent, but it is not my fault. My dearly beloved brethren of the rural press and the general public aforesaid are to blame. The former will persist in "enlarging their borders" and the latter taunt us if we do not keep up with the procession. So what are we to do?

* * *

The practice of "dropping an issue" once a year—ostensibly to give the tired printers a holiday but really to give them a chance to rush the voters' lists through within the time prescribed by law—is a mistake. It is time that such backwoods' customs were discontinued. Put on an extra hand, if need be, and get the voters' lists out on time, but for goodness' sake don't drop an issue! Do not give the city scribe a chance to fling some old chestnut at you about "a rush of horse bills" or "voters' lists" necessitating a week's holiday (!) in such and such an office! A particular old friend of mine once assigned as his reason for not issuing his paper on a certain occasion the startling fiction, that "the bulwarks of the press are out of order and it will take a week to repair them!" This might go with the average reader but just imagine how it would look in the eyes of the city newspaper men. Phew!

* * *

With the kind permission of the publishers of *PRINTER AND PUBLISHER*, I shall endeavor to present other aspects of the country newspaper business at an early date. My next will be "The Country Editor and the Advertising Agent."

A. R. FAWCETT.

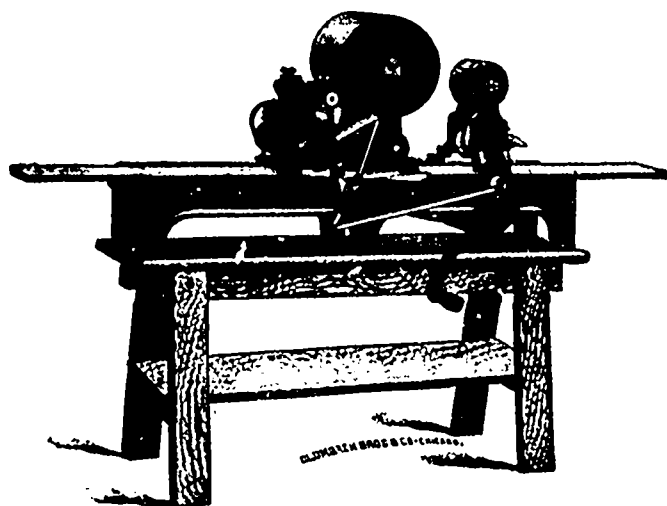
Streetsville, July 15th, 1893.

CORBITT'S GALLEY PROOF PRESS.

A NOTEWORTHY time-saver in the newspaper composing room is the recently introduced Corbitt Proof Press, manufactured by the Corbitt Press Co., of Racine, Wis. This press is in daily use at the World's Fair in connection with the Mergenthaler Typesetting Machine in getting out the *Daily Columbian*.

The press is composed of two side frames, parallel with each other and from five to twelve inches apart, to suit different sizes of galleys. Between these frames are arranged the impression and ink rollers, also the spool for holding web of paper. An endless belt, running over a stationary bed and drawn by a crank pulley, comprises the bed of press. On this bed or carrier is placed the galley of type, which is carried first under the ink rollers, then under the impression cylinder and delivered with the proof on the opposite end. The paper is an endless roll, fed between the impression cylinder and a small guide pulley, keeping it in position ready for use on the next galley. A device for taking the "dupe" on colored narrow paper, at one operation, is also arranged so as to be conveniently attached and used at will. The press being reversible, any number of proofs can be obtained with but one handling of the galley. The impression cylinder is covered with hard rubber, and is adjustable for taking a light or heavy impression, by means of right and left impression screws at either end. This insures

evenness of impression, with the least possible wear on face of type. The ink rollers are also adjustable, and the ink is perfectly distributed by means of a vibrator, worked with lever and



cam wheel. A detachable fountain furnishes ink to a feed roller and the vibrator. The adjustments are simple, and as perfect as on a large cylinder press. The points of advantage over the old style proof presses are: Self-inking, self-feeding, labor and time-saving, perfect work with no waste of paper, and a dry proof. The Chicago Herald, whose motto is that "the best is none too good for us," promptly adopted this time-saver and now has it in use in its composing room, where its value is appreciated. The press is also used in the Press, World and Commercial Advertiser offices of New York.

A BUSINESS MAGNET.

THE most substantial business is that held by the power of one's personal acquaintance, backed by a spotless reputation for square dealing. Acquaintance is the magnet controls patronage in scores of unseen ways. Particularly is this true in regard to printing. Show windows filled with novel displays of goods, special sales and other devices for catching the passing purchaser form little part of the printer's means of obtaining business. There is a certain amount of trade which may be called transient—the patronage of people who only get two or three jobs in a year. Such trade as this may be reached by miscellaneous advertising, but the fact that printers are seldom such extensive advertisers that their names become household words makes it more than probable that when some person unaccustomed to ordering printing and unfamiliar with the various houses wants printing, they will ask some friend where to go. Now, a personal acquaintance with that friend will be the surest and most satisfactory means of turning that order to you. Surest, because a man will go several blocks out of his way to patronize a friend of his friend. Most satisfactory, because when that man comes to you he is already predisposed in your favor, and having confidence in you, dealing with him will be rendered much pleasanter.

Nearly every man can influence the placing of more or less orders for printing. A good word spoken by someone else is often more fetching than personal solicitation on your own part. Many orders are received by mail and telephone. These are all controlled by the unseen force of acquaintance. New concerns are continually being started, and old concerns occasionally

become dissatisfied with their present printer. In these events, the recommendation of some mutual friend is a strong magnet for attracting the business which is uncertain just where to go.

Now, it is a well-known fact in electricity that a bar of iron is a magnet only when surrounded by the coils of an electric current. Remove the current and the magnet soon loses its tendency to attract. In the same manner the influence of friends and acquaintances soon becomes passive without encouragement. Active influence is what you want; friends who will go out of their way to do you a favor.

There is a knack in the making of friends. One of the best rules to begin with is, never to make an enemy. It's the jolly, good natured man, hail-fellow-well-met everywhere, the man who always has time for a pleasant bow, hearty greeting or to tell you the latest "best story." It's the generous, whole-souled individual, always doing favors for other people, who has them showered on himself. The chap who belongs to several societies and clubs, and stands well with the boys. These are the ones who are popular, and whose personal acquaintance goes for something. Their friends are active friends.

Now, brother printers, make it a point to become just such a fellow yourself. Money spent making friends is better than advertising. The "ad" vanishes with the day. The friend is a fixture, if you treat him right. And on that point I wish to dwell for just a moment.

It is far cheaper to keep a customer than to make one. John Wanamaker says it costs \$10 to make a customer. You certainly cannot afford to lose one on account of some difference involving less than that amount. With the most successful firms, when any cause for complaint arises the question is not what have they got to do or what they will do, but "What will make it satisfactory?" Such a business policy persisted in for years secures a business which is permanent.

When you are first introduced to a man, don't hand him your business card and solicit his business. Make him your friend first. Business relations will follow naturally. The best trade is seldom obtainable through direct solicitation. It comes of relations brought about by confidences established through a personal acquaintance. When you have made a friend, do all you can for him; never forget to make personal mention of such favors as he may do for you. If he sends you a customer once, and you never mention it, he may do so again, but chances are against it. There is a tendency to forget such little things, and to guard against this I use in my own business a little blank acknowledging such favors. It shows that the friend's recommendation has come to my notice, and has been appreciated, and induces a repetition of the favor.

Make the most of personal acquaintance. It is a powerfully attractive business magnet. Written for The Inland Printer, by F. W. THOMAS.

A wealthy newspaper proprietor from Wales is at present visiting Canada. The gentleman referred to is J. Arthur Evans, of Rhyl, North Wales, owner of the Carnarvon and Denbigh Herald, and the Yr Herald, of Cymraeg. The object of his visit is the writing up of the extensive Canadian Northwest in the interest of several English journals. He will go through to the Pacific coast, and also take a run over the branch lines. Mr. Evans visited Canada in 1884, and has done good service in the past in bringing this country to the attention of the readers of English.

BRAINS AND LABOR WORTH MONEY.

THE London Press News asks the question—Ought sketches and proofs of printed work to be charged for? Its answer is that "printers must not spoil the public. It has been asserted that the custom of the printing trade is that if a sketch—say of a poster—be made and not approved it should not be paid for. In what office does such a custom exist? A person once ordered a four-page prospectus to be set up by no less than five different printers, and when four of them wondered why they heard no more about the job, and inquired, they were told that the work of the fifth, to whom the order was given, was preferred. The four printers brought four separate actions for the cost of setting the type and pulling proofs, and were paid just before the case came on for trial. We have heard of a printer who agreed to set up a job on the chance of pleasing a client, with the understanding that unless he succeeded in doing so, and his price was also the lowest, he would get nothing for his pains. Again: The secretary of an insurance company brought a heavy prospectus to a printer and asked that it should be set up on a similar understanding, a request which, to his evident astonishment, was refused. He said that, from past experience, he knew he would have no difficulty in getting other printers to do the work on these terms. It was evident, however, that he wanted the job done in the particular office in question, for he eventually agreed that the composition and proofs should be paid for under any circumstances. A heavy order followed. A sketch of a poster completely finished in colors was to our knowledge got up by a printer without any stipulation whatever. A second sketch, which was preferred, was made at another house, and the order was given elsewhere. The cost of the first sketch was within a shilling or two of four pounds, and when the bill for that amount was sent in, surprise was expressed, accompanied by an intimation that if the charge was persisted in, no further business would follow. The reply was that the sketches and proofs were always charged for, and notwithstanding the threat of loss of business, the charge must be met. A check followed."

ENCOURAGEMENT OF HONEST ENDEAVOR IN NEWSPAPER WORK.

AN experience of fifteen years in newspaper work, writes a country editor in *The Inland Printer*, during ten of which I have been a newspaper owner, has taught me that communities, like republics, are ungrateful. Rewards for honest effort to benefit the community by showing up the thieving proclivities of a corporation or individual which is taking advantage of the people, are very slow in putting in an appearance. Farmers, who with one breath will applaud you for self-denying efforts that you are putting forth to aid them, and to show up abuses under which they suffer, will, with the other breath, say that you are doing it all for political effect. Experience seems to teach that the dear public likes to be humbugged, and I am getting to believe that the thing to do is to try to make the people believe that you are working for their interests, but at the same time look out for yourself. People come to me and tell me that the two great beneficent influences of this age are the press and the pulpit, and that the two should work hand in hand to promote morality, to show up evil wherever it occurs, and denounce the corporations and other institutions that are getting more than their share of the public wealth. But I have got now-a-days to learn that the best way for me to

secure enough of the good things of this life to support my family in comfort, and to pay my employees, typefounders and paper dealers, is to advise the people who want me to rake chestnuts out of the fire, to themselves go and hire a hall. I tell them that they are able to reach the public with their tongue as I am able to reach them with my newspaper. Or I suggest to them that they should write a letter to the newspaper and sign their names. But no—that would hurt their business. They think little and care less about the way my business will be hurt.

THE PAPER TRADE.

THE August Paper World speaks as following concerning the United States paper trade.—"Idle mills in every direction; those which are running, generally speaking, doing so without heart or energy—that is the situation of to-day. What is it to be a month, two months, hence? No one can safely predict. The fine-paper mills of Holyoke and vicinity, which have borne up bravely thus far, bend before the financial stress. Some of them—a few only, as yet—are idle, with no other excuse than the business situation; a good many of the others are running on reduced time, or with production curtailed in some manner. Large mills are shut down for several days in order that repairs which otherwise would be made on Sunday may have attention. In other words, it may frankly be said that most of the mills are running in order that the employees may have labor and its compensation; that the best face possible may be put on the existing conditions, in the hope of tiding over to something better. Not a few of those whose wheels are turning now freely admit that if the conditions remain unchanged for very much longer, they shall be obliged to shut down. Outside of this immediate vicinity, and in other lines of manufacture, the prospect is still darker. Mills are stopping production because there is no demand for their goods, and they cannot go on making and storing away paper. In a few instances the wages of employees have been reduced; but to the credit of our manufacturers it should be said that this is avoided as far as possible, and where it becomes an alternative is accepted as preferable to entire idleness."

NINE-HOUR DAY.

THE August *Inland Printer* gives some Chicago opinions of the nine-hour movement, of which a digest is here given.

Mr. Henneberry, of Donohue & Henneberry, says it is a bad time for such a movement. The granting of it to printers would lead bookbinders, engravers, electrotypers, pressmen, etc., to demand it.

Andrew McNally, of Rand, McNally & Co., says the adoption of the nine-hour day would mean a loss of \$50,000 a year to his firm.

Leon Hornstein, of Hornstein Bros., said if nine hours were adopted it must be with a reduction in wages. Otherwise it would be revolution instead of evolution.

J. C. Winship said it would put the printers in a position where some competitors could knife them.

W. B. Conkey believed in shorter hours, but it must be general and accompanied by a reduction in wages.

R. R. Donnelley said that the small non-union offices would get the advantage if such a change were made.

COMPOSITORS AND REPORTERS.

VERY often the reportorial force on a newspaper becomes crippled from unlooked-for circumstances and substitutes are taken from the composing room. The showing generally made by such individuals in their new capacity has been highly commendable. Thus we are reminded that there are a great many printers working at the case to-day who have the ability to make good reporters should they feel so inclined. While there may be some printers who have given news gathering the preference to that of type-setting as a means of earning a livelihood, there are a great many others who are loth to make the change because of the inferiority of reporting as regards remuneration for services. The average compositor can see no advantage in leaving one occupation to take up the other, where the rate of wages is lower, even though the new business may be a little more genteel, and those engaged in it considered a point or two above the composing-room mechanic.

Taking the cities as a basis for comparison, the compensation paid to reporters is much less than that given to compositors, and a great deal of surprise is manifested as to the reason of this fact.

The chief reason why the services of the reporter are so poorly compensated, in comparison with the compositor and others connected with a newspaper, is because the business of news gathering is overdone. There is no vocation which possesses so much fascination for the young fellow just from school as the life of a reporter. Every young man claiming the ability to compose into sentences a readable essay sees in this alluring business the goal to which all ambition should tend—a stepping-stone to journalistic greatness. Consequently, all the newspapers of the country are besieged by this class of literary aspirants, and those manifesting any ability whatever are generally given a trial at meagre rates of compensation, and though the work performed by some of them is abominable, their inferiority is tolerated because of the mere pittance they receive. One first-class reporter at a good salary would do the work of two or three of this class of incompetents, but it seems the average newspaper cannot be induced to view matters in such a light. This is more particularly true of newspapers outside of the large cities, where weekly salaries, from \$4 up, are the rule, rather than where compensation is made according to space.—American Art Printer.

THEY ADVANCE TOO.

EVEN the printers and publishers in Great Britain are making progress. The British and Colonial Printer and Stationer (what a pity somebody wouldn't chew off half that name) speaks in a recent issue as follows:

Little more than 20 years since there were very few provincial papers that had found it necessary to adopt the rotary machine, but at the present day if one looks round there are comparatively few of the old established and widely-read weeklies that have not adopted the principle. Of course this points to the conclusion that circulations have gone up enormously, but it further illustrates the growing intensity of the competition. The respectable weekly that could once afford to go to press on Thursday afternoon with one side of its sheet, and back up with later intelligence on Friday afternoon, and possibly a second edition at midnight, now finds it necessary to rush its 30,000 or 50,000 copies through entirely within the "wee short hours a yont the twal," to meet newsagents' demands at 4 o'clock on

Saturday morning, not to mention train despatches. To print a sheet without late Friday evening results is fatal to a paper's reputation, and 6 a.m. editions must be spiced with late Parliamentary, foreign, and other wires up to past midnight, and even a glance at London editorials of "even date," as commercial men put it. All this the rotary, and the rotary alone, renders possible, with its 12,000, 24,000, 48,000, or 96,000 an hour turn out. Where will the struggle for pre-eminence land us at length? Single-width web machines are comparatively speaking old-fashioned to-day—double-widths, treble-widths, and double-width inseting machines are what are inquired for now. And if this width of reel is to go on, what about the paper-maker? The makers of our news reels must keep pace with the demand, put down mammoth machines, or be shut out from competition. But it is evident the reel cannot be increased beyond a certain capacity, therefore it is probable that we shall soon see two double-width reels mounted at one end of an insetter, running off 192,000 an hour. Will it stop at that?

We recall having read in the dim past a prophetic paper by a writer who foretold that at some era of time, not set down, the machines which we now so laboriously constructed would become sentient things and rise against us in their might and fury, throw off the yoke of servitude and crush us to the earth. Fancy a quad-quad-quad-quad-demy monster terrorising over one! Phew! Perhaps we only dreamed of this after a Press dinner instead of reading it in print. We hope so, for we have a profound belief in everything that appears in print.

CANADA'S GREAT FAIR—TORONTO.

Though not a World's Fair, Canada's Great Industrial Fair, to be held at Toronto from the 4th to the 16th of September, will be very much the same in every respect, except as to extent, and will be equally as important to the people of Canada. This year's Fair will, it is predicted, excel all former ones, both in point of exhibits and in the attendance of visitors. The space in all the buildings has already been applied for. New stables and new cattle sheds have been erected at a cost of over \$100,000, and visitors can pass through all the buildings and view the animals under cover at all hours of the day. The grounds have also been drained, new roads constructed and many other improvements made. The special attractions are promised to be greater and better than ever and will embrace many new features. A very small proportion of the Canadian people are going to the World's Fair at Chicago, the masses being intent on taking in the Toronto Fair, of which they all feel justly proud.

AN EDITOR'S BAD BREAK.

THE Boston Traveler tells of how an editor lost two subscribers. They wrote to ask him his remedy for their respective troubles. No. 1, a happy father of twins, wrote to inquire the best way to get them safely over their teething, and No. 2 wanted to know how to protect his orchard from the myriads of grasshoppers. The editor framed his answers upon the orthodox lines, but unfortunately transposed their two names, with the result that No. 1, who was blessed with the twins, read in reply to his query: "Cover them carefully with straw and set fire to them, and the little pests, after jumping about in the flames a few minutes, will speedily be settled." No. 2, plagued with grasshoppers, was told to "Give a little castor oil and rub their gums gently with a bone ring."

AROUND THE CITY.

MR. ED. APTEED, of Apted Bros., is away on a sailing tour in his neat little yacht. He is accompanied by a party of friends.

J. F. Snetsinger, B.A., is now editor of the News-Ledger.

Dan McGillicuddy, of Goderich, has been parading Toronto streets for the past few days.

The Star office is again occupied by a newspaper staff. That office will see some hard labor during the next twelve months.

The W. J. Gage Co. (Ltd.) have purchased a clearance of book papers at a cut price, and are selling large quantities at decidedly extra values.

James Coulter, one of the leading spirits of the Toronto typos, has changed from the Methodist Book Room to the News-Ledger office. His friends made him a presentation.

Brough & Caswell have a big sign at their new premises on Jordan street announcing that they will occupy them on or about September 1st. Mr. Caswell was across the line recently buying machinery.

The changes in the Empire staff have created quite a lot of chat among the brethren. But last Saturday's edition did not seem to be less brilliant than before in fact, there were some improvements.

One of the completest stocks of flat papers to be found in Canada is carried by Warwick & Sons. Their brands are all standard and their ranges extensive. Their "Printers'" brand of paper is said to have been a happy strike.

J. L. Morrison & Co. have been replenishing their stock of wire for use in their well known stitching machines. They carry a full stock of both wire and machines at all times, so that printers are assured that all orders will be filled promptly.

Warwick & Sons have a very nice assortment of "Memorial Cards," which they have recently received. The designs are pretty and appropriate, being mostly floral, with neat borders in silver and black. They are quite a new line and will be found adapted to refined tastes.

The Executive of the Toronto Typotheta for last year are having a picture taken of themselves. It is intended as a souvenir, as that particular executive had the honor of entertaining the United Typotheta of America an honor which comes but seldom to a Canadian typotheta.

Chas. E. Warwick, of Warwick & Sons, is at the World's Fair. The firm's two foremen, Jas. Murray, Jr., of the composing room, and Chas. Johnson, of the bindery, have been at the Fair picking up pointers, the use of which will help to keep their departments on their acknowledged high plane.

Mr. F. D. Porter, the Empire accountant, was married recently, and after a two weeks' retirement from the cares of business passed at Burleigh Falls, yesterday returned again to assume his duties. His colleagues on the Empire staff presented him with a silver tea set of beautiful design and exquisite workmanship.

The newspaper circles of this city were much stirred the other day by the arrest of Lawrence Irwell, an educated Englishman and a one-time candidate for the British House of Commons. He was a walking encyclopedia, a perfect gentleman, an industrious scholar and a valued contributor to many periodicals. But he was a high roller, and when his other resources failed he

stole from his fellow lodgers, and will now spend eighty quiet days in the common jail. He has fallen as many bright intellects have fallen before him—but as the writer is not a moralist, he leaves the rest to the reader.

The Brown Bros. have a full stock of coated paper suitable for work in which half-tone engravings are used. Besides carrying a full stock of domestic printing papers they have a line of English makes which are popular for many classes of work. They are showing a special line of colored cover paper in both plain and antique finish.

Mr. Edward Gledhill, who has been connected with the advertising department of The Empire since the paper's inception, and who for three years has occupied the position of advertising manager, recently severed his connection with The Empire. On his departure Mr. Gledhill's fellow-employees presented him with a small token of their esteem. Mr. Gledhill has accepted a position on the Mail advertising staff.

W. J. Gage & Co., as a firm name, is now a thing of the past, having been replaced by "The W. J. Gage Company, Limited," the managing directors of which will be Messrs. Gage, Gundy and Spence. The business will be pushed on with renewed energy, and the fame of the old firm enhanced by the brilliancy of the new. The two new directors are too well known to the trade to need any introduction, beyond a mere statement that they are two of the most respected and capable men in the book and stationery trade, and have a host of firm friends who will be glad to hear of their progress. Mr. Gage is president, Geo. Spence is vice-president, and W. P. Gundy is secretary-treasurer.

What proved to be a most destructive fire broke out at about 3.30 o'clock on the morning of August 25th in the two-storey building at 49 Wellington street west, in this city, owned and occupied by Rolph, Smith & Co., lithographers and wholesale stationers. The firemen, in answer to a call rung by the night watchman, were soon on the spot, but so fast did the fire do its destructive work that it looked at one time as if the surrounding buildings could not be saved. A general alarm was rung, and it was only after a long and hard fight that the firemen could get the fire under control. When the smoke cleared away it was discovered that the loss to the stock would amount to over \$15,000, and that the machinery was damaged to the extent of \$8,000 to \$10,000. The loss was fully covered by insurance, the building being insured for \$14,000 and the stock for \$39,000. The Industrial Exhibition lost considerable stationery ordered from the firm.

He was big, rough, stout and anxious looking, but assurance was beaming from his countenance as he stepped into the office of the managing editor of one of Toronto's big dailies. It was warm, intensely warm, that momentous day in the first week of August. He had left home just after the hay was all in, and when the prospect of the heavy wheat and oat harvest was too much for him. He had thought, too, of the heavy root crop and the wet, cold days of October, and decided to see the city in company with that long-cherished desire of his. But the managing editor looked him over, and after a very short chat agreed that he had room for him on the reportorial staff, and, calling in the city editor, introduced them to each other and then dismissed both. A few hours afterwards a tired, perspiring, red-faced individual re-entered that office as big, rough and stout as ever, still anxious-looking but with less assurance. The city editor finally gleaned that he had been to all the outlying police

stations, as he had been assigned, and had discovered no news of fires, accidents or arrests. Our young man then asked if he had to do that work often, and were the walks often that long. The city editor wasted no words as he told him he would get used to longer walks than that. The young fellow was then told he was free to go and get his evening meal, but to report at seven o'clock for another assignment. He went out into the hot, dusty street on that fiery August afternoon and he never came back.

A great deal of machinery is still left in the printing department of James Murray & Co.'s dismantled establishment. The machinery is good and cheap. It is reported that the Barber & Ellis Company are still selling some of their machinery.

The Franklin (N. H.) Transcript has been having a coupon voting contest on a week's vacation at Webster Lake to the most popular mill or shop employee in that city. A new yearly subscription counted 100 votes, 6 months 50 votes, and 3 months 25 votes.

Warwick & Sons treat their employees more handsomely than any other house in the trade. On the 19th of August every employee was presented with a ticket to Niagara Falls via the beautiful Chippewa, and the new electric railway from Queenston to the Falls. To say that the 300 men and women who took advantage of the kind gift of their employers, enjoyed themselves on this healthy and pleasant lake excursion would be too inexpressive. The weather was magnificent and the accommodation perfect, hence the pleasure was magnified accordingly. Firms who indulge their employees in this way should be appreciated and should receive their mead of praise. The following resolution, which was passed at a meeting of the employees on the following Tuesday evening, shows their appreciation:

Toronto, 14th August, 1893.

Messrs. Warwick & Sons:

Sirs.—On behalf of the employees in your establishment, we, the undersigned, tender our sincere thanks for the graceful act in giving ourselves and friends the pleasure of a day's outing to the far-famed Niagara Falls, on Saturday last, the 14th instant (by steamer and electric railway), all of whom enjoyed themselves thoroughly; and we can assure you, it will remain a pleasant remembrance for many days to come, and tend to strengthen the bonds of friendship between employer and employee. We have almost to thank, through you, Messrs. Murray, Johnson and Robertson for the carrying out of arrangements so successfully.

Signed on behalf of Printing Department:

W. J. FOSTER,
LTC. CHIEF, M.C.

Signed on behalf of Binding Department:

T. BAKER,
W.S. AGENT.

Signed on behalf of Warehouse:

R. J. PEARSON,
I. M. RUTHERFORD.

The Evening Star has been revived with a new company behind it, as stated in last month's *PRINTER AND PUBLISHER*. Its staff is modest and its success will no doubt be the same. The editor is F. C. Campbell, who has been with the News since he lost his position on the old Star. He is a Hamiltonian, but has spent several years in Toronto. The advertising manager is Peter Rutherford, who was one time on the Empire staff, but who has lately been doing business for himself along advertising lines. It would be folly to pursue the old rule and predict a brilliant future for this paper. It has a hard row to hoe, and yet it may achieve success. But it does not begin its career with the sympathy of the vulgus populi, as its predecessor did, and hence its circulation will have to be created. Cartoonist Bengough is doing some work for it. So far his subjects have been common place—perhaps this is due to lack of practice.

HOW TO MAKE A SMALL-CITY DAILY PAY.

THE following was read by J. G. Gibbs, No. walk (Ohio) Reflector, before the Associated Ohio Dailies: "These few rambling remarks upon the topic assigned me—how to make a daily pay in a city of less than 10,000—are submitted with the feeling that I can suggest little or nothing that is new. The subject is one that some of us are wrestling with every working day in the week, and we are quite likely to keep wrestling till we die.

On such a familiar theme, if my thoughts seem trite and commonplace, nevertheless, such as they are, they have come up out of a practical experience of many years, in just such a city.

There are in Ohio about 32 cities containing less than 10,000 inhabitants, by the census of 1890, in which are published daily newspapers; and it is fair to presume that in almost every case these dailies pay a profit to their owners—for if they do not pay, or nearly so, they must inevitably succumb for lack of financial breath, and be laid away in the newspaper graveyards.

Of the 45 dailies published in these 32 cities, comprising one-third of the dailies of Ohio, only a part are represented in this convention, therefore, to the majority of the newspaper brethren within the sound of my voice, including the gentlemen publishing dailies in cities larger than the limit mentioned, our topic will possess only that general interest felt in all phases of the art preservative by every true lover of his craft.

Publishing a daily in a small city for glory may answer with some for a limited number of days—but the average editor must have something more substantial than glory, which will not buy bread nor pay for white paper.

Nor can a man afford to keep himself keyed up to the "concert pitch" six days in the week in order to thoroughly occupy the field, unless there are substantial returns for his industry and vigilance.

So, then, the problem has the similitude of one of those ground-hog cases—"out of meat and just got to get it, mister," you remember the boy exclaimed, as he stood watching the woodchuck's hole—that give a man little or no time for consultation or discussion while the fight for life is hottest—the brief platform being, "there's got to be a daily in our town, we've got to print it, and it's got to pay!"

Such has been the early history of more than one prosperous newspaper represented here to-day—piloted with consummate skill and undaunted courage, by clear brain and steady nerve, past the shoals of disaster and the rocks of ruin, into the safe harbor of success.

To accomplish the result suggested in our topic, every business manager of a daily published in a small city finds it imperative to be ever on the alert to increase the receipts and keep down the expenses.

The receipts come from the two sources of circulation and advertising, and both must be carefully watched and nurtured with that judicious and "eternal vigilance" which "is the price of success."

The circulation, in my experience, thrives best when placed in charge of a capable person, who collects all money from subscribers, attends to complaints and superintends the carrier boys. A city of the size we are discussing can be divided into two districts, from each of which collections are made on alternate weeks. Thus each subscriber when seen pays for two weeks, ending with the Saturday night following the collection.

Have a regular day and hour for calling at each place, and nine times out of ten the money will be found laid aside in readiness for the collector.

Divide the city into convenient carrier districts, giving each boy about a hundred papers, or in some cases a smaller number, where the route is a long one. Pay the boys by the week, giving the oldest and best ones a trifle more than the others, and by a system of rewards for new subscribers and faultless delivery, and of fines for poor work, furnish the lads a continued interest in their work and an incentive to serve your financial ends.

Prepare a list showing the total number of residences in each carrier district, and occasionally print an extra edition and have the carrier deliver a copy at every house in the city. A few days after this service pay the boys for the work, meanwhile having instituted inquiries in various parts of the city to ascertain if the work has been faithfully done.

Follow up the extra edition with a canvass for new subscribers, utilizing your collector, the carriers and any good solicitor that can be obtained.

If you are printing a good local daily, with all the news of your city and county, and giving such other matter of general interest as you can afford to print, you will now have a solid and growing subscription list, which no rival can take away from you, and which will afford you a steady and a satisfactory income; and now, too, you are ready for your advertisers, for without such honest and persistent work on your subscription list it is sometimes unjust to ask an advertiser to place his announcement in your columns.

With your daily visiting regularly, say, one-half of the homes of your city, and occasionally being seen in every house not to speak also of the incidental circulation you will meanwhile have acquired in all the surrounding towns and hamlets of your county, you will be in a position to present to the business men of your community the opportunity of reaping a rich and sure reward through the use of your columns.

Advertising, your other source of revenue, should receive your most careful and painstaking attention. I have found it profitable to employ the best advertising solicitor that could be had, to assist in carrying out my plans, and to pay him a liberal salary. I do not believe in standing idly by and permitting advertisers to do spasmodic, intermittent advertising in your columns when the spirit moves them; for in the long run this mode is neither satisfactory to the advertiser nor profitable to the publisher. Yearly or quarterly contracts, usually verbal, with a simple memorandum of the particulars, and with settlements every week, month or quarter, according to circumstances, are by far the best for both parties.

In a small city where you personally know your advertisers, I have found written and signed contracts only occasionally necessary; as a rule, a memorandum made at the time is all that is required; this being useful once in a while to remind forgetful advertisers that they are not doing as they agreed.

By collecting small amounts at short intervals, many of the minor dealers are enabled to take a small space and pay for it without its becoming burdensome; whereas they would be utterly unable to meet the bill if the account should be allowed to run six months or a year, and would have to drop the advertising.

Adopt a fair and equable rate—that of the Associated Ohio Dailies, for example—and then stick to it with that gentle firmness that does not repel the advertiser, but convinces him that

the space is fully worth the price asked for it, and that it will pay him to use it. Business men are following their vocations to make money, and it is your province to convince them that the use of the advertising columns of your daily, at the fair rates you charge, will add to their profits.

Having persuaded them to become advertisers, it is a good plan to call on them frequently, offering suggestions and helping them in any reasonable way to make their advertising profitable to them. The satisfied advertiser of to-day becomes the regular advertiser of next year and year after next, who could not be driven out of your columns with a club.

Give the preference to home advertisers, if you have any favors to show in the way of choice position and other advantages.

Don't yield to the fallacious plea of the foreign advertiser that, on account of its being the dull season, you ought to be willing to run his advertisement at half price—or less. Keep your columns filled all the year round with live, fresh, home advertising, and then you can do justice to the few liberal and fair-minded foreign advertisers that are willing to pay you a fair rate for your space.

After adopting a fair rate, stick to it. Don't allow customers to dictate prices. Because your neighbor has been so foolish as to take advertising too low, don't you commit the further folly of doing the same thing.

Keeping down the expenses is an art of itself, and is the secret in many instances of prosperity on the one hand, or ruin on the other.

I do not mean a cheese-paring economy that is usually called stinginess, but I allude to a hearty willingness to say "No!" to many useless and extravagant expenditures that so often and so seductively present themselves.

SCARCITY OF GOOD WORKMEN.

WHILE in many respects the printing business has made great growth during the past half century there is one particular in which it has greatly deteriorated, i. e., the capability of its operatives. When boys were received as apprentices and were taught all the various branches of the business they became competent workmen. Those who became compositors knew something of presswork, and those who became pressmen knew something of composition. Then the compositors knew all the different parts of composition; not only the setting of plain matter, but of table work, title pages, advertisements, posters and general job work. They were better acquainted with punctuation and capitalization, with the relative sizes of types, and were required to pay more attention to spacing than the men of the present day. They also understood making-up and imposition, including making up the furniture and putting the forms to press. The pressman likewise not only knew how to put a form on the press and make it ready, but also knew something of mixing inks, casting rollers, and should anything happen to their press they could in most cases either make repairs or at least fix it up temporarily so as to avoid delay.

How different the situation is to-day! Compositors for the most part not only know nothing at all of presswork, but know only some one part of the compositor's business, and that in a limited degree. One can set type fast enough to work on a newspaper, but would not be a good book compositor. Another may know more about the latter, but nothing at all about dis-posing work. A third may not be good at either of these, and

yet set a fair dodger or poster. Good all around compositors are few and far between. Employers who have tried to get them know how hard a matter it is. Advertisements may bring a number of applicants, but if one out of twenty of these is found to be up to the standard the employer thinks himself fortunate.

The same is true of pressmen. How few there are who understand anything about composition or who could lay down a form of sixteen or twenty-four pages! Some are only used to one kind of press, and are afraid to handle another; they can make ready in their way certain kinds of forms, but would be lost on those which contain many cuts. How little they know about ink and of what it is made, and how to use it on hot and cold days alike! The rollers, too, give them a good deal of trouble, often for no other reason than that they do not know how to take care of them; and if a press should get out of order how few there are capable of putting matters right even temporarily; they must have a machinist sent for to do fifteen minutes' work, although it may take half a day to obtain such machinist from the press manufacturers.

Of course there are some exceptions to both of these cases; but good compositors and pressmen will readily admit that by far the greater number of their fellows are woefully incompetent. That a compositor is better for knowing something of composition appears to be too obvious to need much demonstration. A compositor who understands what has to be done with his form after it reaches the pressroom will know better how to send the form to press, and the pressman who knows what his form consists of and how it is made up will be better able to handle it and make it ready for printing.

What makes the present state of things more serious is the fact that the introduction of machinery makes the necessity for really competent men much greater than it ever was. Machine composition has already reached a point where its success is no longer a matter of opinion, but a demonstrated fact. This means that much of the straightforward typesetting will be done on the machines, and as a consequence increased quantities of composition will be called for, which also means a large increase of that part of work which cannot possibly be done by machinery. Therefore there is less need for plain typesetters and more need for all around workmen.

Presses are being made larger, more complicated, and cost large sums of money; the quality of work called for is higher and will probably continue to rise; the presses travel much faster and delays cost more money than formerly; so that a higher grade of pressmen becomes an absolute necessity. Ink will sometimes cause trouble, paper may be charged with electricity or have such a finish as will call for special treatment, rollers will act contrarily just when time is short and every minute is precious, or belts may slip or some part of the press may get out of order, or several other things may happen. Now, under such circumstances an ordinary, half-trained pressman cannot possibly meet the emergency. It is necessary to have a man who knows enough about ink, and paper, and rollers, and belts, and all parts of his press to overcome the trouble and get his work out on time in spite of all difficulties.

Just how this necessity for good workmen is to be met it may be difficult to say, but the writer ventures to suggest that any permanent relief must of necessity come from employers themselves. They must get back to the system of teaching boys their trade thoroughly and conscientiously; they must be prepared to make some present sacrifice to insure future benefits.

Boys never did teach themselves and never can. The printers of the past taught their apprentices the trade, and bequeathed to their successors a supply of competent workmen. The employers of the present day owe it to those who shall follow that that the ranks of workmen, which are being thinned by death, shall be filled up with men just as capable.

Many employers appear to have a dread of taking apprentices. Some of them say the present laws bind them to certain obligations, but do not hold the apprentices. There is, however, really no ground for this, and if they are really prepared to assume their part of the responsibility and to insist upon the apprentices doing what they are bound to do the law is all that it need be.

One great difficulty in getting apprentices who are both capable of learning the trade and likely to be obedient is the fact that compositors and pressmen are not paid sufficiently high salaries. Boys who have been fairly well educated and well brought up are apt to think that if they become printers they ought to get more money as journeymen than those who only do manual labor. They notice that in many trades men who have no education at all are receiving more money and working less hours than printers. If a sliding scale of wages for apprentices were so fixed that at the end of the apprenticeship those who had been faithful and diligent and had made fair progress should be given employment at more than average wages there would be little difficulty in finding suitable boys. There can be no doubt that a man who has served an apprenticeship in an establishment and has been taught his business is worth several dollars a week more than strangers would be, all other things being equal. Such a man would become accustomed to the kind of business which was done there, would know his way about and could do proportionately more work.

These considerations are submitted to employing printers in the hope that they may assist in bringing about such changes as will result in the production of better workmen. If it is true that poor help is dear at any price it may be found profitable to adopt a more liberal policy than has hitherto prevailed. Some employers have already taken steps in that direction and have found themselves gainers. —H. L. Bishop in American Bookmaker.

LINOTYPE ON TOP.

A copy of the decision of the United States Circuit Court granting a permanent injunction against the use and manufacture of the Rogers type casting machine as constructed in Canada is to hand. It is expected that almost immediate action will be begun against the users of the Rogers' machine in Canada.

The manufacturers announce that while very nearly a hundred Linotypes are being installed in different offices in Great Britain, Canada and the United States every month, they have evidence that satisfaction with these machines continues to grow with better acquaintance. They claim to have recent letters from every user of the Linotype in Canada expressing the most complete satisfaction with this machine, which has turned out even better than was recommended to them. Amongst them is the following paragraph in a business letter from Mr. W. Southam, of the Hamilton Spectator: "Our machines are giving us great satisfaction. Yesterday the four operators set 109,000 in eight hours, all about equal. I think they will shortly turn out about 120,000 or more in eight hours."

The Spectator measures the matter as it comes from the machine, not counting a lead or heading.

TID-BITS.

N EADING, representing five leading Swedish papers, all of which are published in Sweden, is in Winnipeg and will remain a month. He has been spending several weeks in the States corresponding for his journals. He intends to visit all the settlements in the province and territories in the interests of the country and the farmers of Sweden.

The New Glasgow Enterprise is now in 8-page form.

New Denver, B. C., has a paper, too. It is called the *Slocan Prospector*.

The Streetsville Review has again changed the style of its make up, and comes to hand in a handy eight-page form.

Mr. Budgett Meakin, editor of *The Tangiers Times*, is in Canada. He is making a tour of America.

The newspaper men of Essex County, Ontario, met in Windsor on Saturday, the 19th of August, to perfect their organization.

A new paper in St. John, N.B., is entitled *The Workman*. It is the organ of the trades and labor unions, and is published by McLean & Mitchell.

It is stated that Mr. Blackstone, business manager of the *Brantford Expositor*, has purchased the *Times* in Orillia, and will move there shortly.

The *Gripsack* is the name of a commercial travelers' paper published in St. John, N.B. It has been enlarged, and is now supposed to be a trade journal.

Louis de Polinire and Maurice Frey, manufacturers of printing inks, Montreal, have registered under the name of the *Phoenix Printing Ink Company*.

Any publisher desiring to sell his paper at any time would do well to make the fact known through *PRINTER AND PUBLISHER*. That's the best way to sell.

The *Omamee Recorder* announced in its issue of the 3rd of August that it had issued its last paper. It said: "The Recorder is dead. It lived in turmoil, may it rest in peace."

Furnival & Co. of Reddish have built the first perfect English Collotype machine. All previously in use were French and German. There is now much rejoicing among the patriotic printers.

The long expected souvenir number of "The Manitoba College Journal" has at length appeared. Any wishing sample copies should at once communicate with A. Chisholm, Manitoba College.

The International Typographical Union had \$30,000 deposited with an Indianapolis bank that closed its doors recently. The funds are amply secured, though they may be locked up for some time.

The *Lardo Reporter* has perished, after writing its own epitaph, under the heading "We Have Spoken," on the commonest kind of wrapping paper. This is failure No. 1 among the papers of West Kootenay.

The *Bridgewater (N.S.) Bulletin* dons, as it says, "a new inside dress of type underclothes, as it were. Next issue will see us resplendent in an entire new suit, thereby making our typographical appearance neat and clean."

At the thirtieth annual dinner of the British Newspaper Press Fund on Saturday, June 17, 1893, the treasurer announced that about £1,300 would be added to his cash balance; of

which contributed amount the Lord Chancellor had subscribed £25, Sir A. Borthwick 100 guineas, the Maharajah of Bhaunagar, 20 guineas, and Mr. Andrew Carnegie £25.

The London (Ont.) typos picnicked on August 12th at Port Stanley. Baseball nines from A. Talbot & Co.'s and from Lawson & Jones' had a hot contest, resulting in a victory for the former. Other sports were indulged in and prizes awarded.

Mr. Julius Price, the artist who recently made a trip to Siberia for the *Illustrated London News*, will shortly arrive in Canada, where he proposes spending about six months, making a tour through the various provinces of the Dominion and furnishing sketches for his paper.

The "pi" race at the Halifax printers' sports on McNab's Island on August 20th, allowed the public an insight into the mysteries of the printing office. Type was set, pied and distributed by the contestants, who have to run 50 yards and return previous to and after setting up their "pie."

At the last regular meeting of the Victoria, B. C. Typographical Union, communications were read from the proprietors of the daily papers suggesting that a reduction be made in the present scale of wages. The matter was referred to the executive committee, who will confer with the publishers.

The President's message was delivered to some of the American evening papers before it was delivered, and *The Commercial Advertiser* broke faith and published it. It was fined \$1,000 and the discontinuation of the *United States press service* for thirty days. This breach may prevent advance copies of future messages.

The employes of the Sabiston Lithographic and Publishing Company, Montreal, held their their their third annual picnic on Saturday, the 19th, at Sherringham park, where a most enjoyable time was spent. About 300 persons sat down to an ample lunch. After the usual sports, boating and dancing were the features of the day.

Pierre J. Bedard, printer, Montreal, assigned on August 2nd, at the demand of Simeon Beaudoin, with liabilities of about \$15,000. The principal creditors are the Banque Jacques Cartier, \$930; W. N. Dawson, \$934; Dame Gagne, \$567; Dominion Type Founding Company, \$2,914.15; Louis Bedard, \$2,778; Ferrier Succession, \$449.16.

The annual picnic of Toronto Typographical Union No. 91 was held at Island Park on a recent Saturday. It was largely attended by the printers and their friends, who thoroughly enjoyed the lengthy program of games. The tug-of-war between the Typographical Union and the Q. O. R. Bugle Band was the most exciting event of the day. It was won by the soldiers.

On August 23rd, while Mr. W. H. Robertson, President of *The Times Printing Company*, Peterborough, Ont., with his family, was driving across the Hunter street bridge, the horses became unmanageable and dragged Mr. Robertson over the dashboard, injuring him severely. Mrs. Robertson, child and nurse were thrown out, but escaped with comparatively slight injuries.

According to statistics, there is no other country which carries on the fancy paper industry on as large a scale as Germany. The exportations of German flint, embossed, leather, and metal papers go all over the world. The principal cities which carry on this trade are Berlin, Barmen, Nurnberg, Aschaffenburg, Leipzig and others. The number of workmen employed in the

chief factories is between 300 and 1,200 workmen in each of them. The printing and correspondence is done in no less than seventeen languages. Ledgers, copybooks, envelopes, etc., are exported to all parts of the world. In 1891 Germany exported M74,000,000 more of this class than it imported.

George Augusta Sala, the well-known journalist, began his professional career as an engraver. One night he found he was locked out by his lodging house keeper, and having forgotten his purse was compelled to walk the streets until daylight. Relating the circumstance to a friend he was urged to write up his adventure for Household Words. He did, and then he decided to venture into journalism, where he has met with great success.

The Streetsville Review is making a push for new subscribers by offering the paper to January 1st, 1895, for one dollar, or if would be subscribers prefer it, they will send the Review to any address in Canada or the United States, from now until end of present year (four months), for twenty-five cents cash; and if at the end of that time the person wants to continue as a subscriber, they will accept an additional seventy-five cents as payment in full to January 1st, 1895.

Monsieur Monnier, the correspondent of the Temps, Paris, who has been in Winnipeg, Man., spent some time at the Chicago Fair, and then went to Alaska and the Pacific coast. He visited the famous Yellowstone Park, but states that he saw nothing to equal the scenery of the Rocky Mountain country. M. Monnier was here some seven years ago, and was quite struck by the improvement in the city. He left for Chicago, and after a brief visit will go on to New York, where he will embark for home.

A motion will be introduced at the next meeting of the Windsor School Board asking Trustee McNee, of the Record, to hand in his resignation. Mr. McNee is a partner of the firm of McNee & McKay, and this year they have received a certain amount of advertising and printing from the Board, which it is claimed is contrary to the law. The law, it is claimed, says that no person can be a member of the Board who either directly or indirectly is financially benefited by any action of the Board. But this law is very unjust, and robs the towns of much valuable service from business men whose counsel is hushed simply because they get a few dollars a year in return for some merchandise.

Mr. George W. Childs has decided to fit up a loft with homing pigeons for messenger service in the Public Ledger building. The plans are for a perfectly arranged cote, and Mr. William Rowan, superintendent of the Ledger's machinery, is charged with their execution. The loft is to be in the sixth story, the trap in a window on the Sixth-street side. Pigeons have been used acceptably by the American press for ten years past, says a dispatch to the Boston Herald, but always to a disadvantage, as the birds were borrowed, and were not only unused to the work, but returned to homes at a distance from the news centre, so that time was lost in delivering the message. The Ledger flight will be the first in America to be housed as part of a newspaper plant. As the birds pass the "bobs" with the reporter's message, a bell will ring in the editor's room below to call the boy to take the "copy."

The Ottawa Typographical Union had quite a protracted and animated meeting on Saturday night August 7th, which lasted until well on into Sunday morning. The principal subject discussed was the recent laying off of forty-eight printers from the Government Printing Bureau, because there was abso-

lutely no work for them to do. The feeling amongst the typos is strongly in favor of a permanent staff, but owing to the peculiar and spasmodic nature of the work, which is very pressing just before, during and for a month or so after the session of Parliament, and very slack during the greater part of the recess, it is extremely difficult to arrange anything like a permanent staff of printers, except on a very limited scale. In conversation on the subject, Hon. Mr. Costigan said that if any fair estimate could be made of the number of men who could be found regular and steady employment in the bureau all the year round, he would be glad to take into consideration the proposition for the formation of what may be considered a permanent staff, and in any such arrangement, of course, care would be taken to retain the oldest and best workmen, having special regard to those who were married and have families to support. Mr. Costigan, as a large hearted and sympathetic man as he is, feels very deeply for those whose services he has been forced to dispense with, but it would be unreasonable to suppose that he could keep a hundred printers under pay the whole year round when for fully half the time there is not enough work for one-quarter of them to do.

WORKING COLORS ON EACH OTHER.

HOW to work a job in two, three or four colors, on top of each other, and keep the colors true, so that there shall be no amalgamation, is a problem that has so often puzzled pressmen.

We have before us an anxious inquiry from one who has a large cut on the press in three colors—certain shades of yellow, red and blue. He worked his yellow first, after striking his key-form; then he put on his red and ran that off. These two colors seemed to go all right, and to "stay put;" but when he got on his blue the trouble showed itself, and he found he was stumped because, as he says himself, "the impression showed up with a fatty or mottled look, especially after it had lain for some time; and the color wasn't true, wasn't what was wanted."

The remedy is an easy one. Have your sheets thoroughly dusted over with powdered magnesia, in the same way as you use bronze powder, and you will find the trouble disappear, for the reason that the inks will be prevented from amalgamating.

This is precisely the same treatment as you would give either a black or colored form, whether cut or type, on top of which you had to print in gold bronze—powder it with magnesia dust. By this means you can print anything that goes on a press on top of a dozen colors.

The secret of the trouble of working colors on top of each other is that the oil of the fresh ink softens the oil of the ink that has already been worked, and which is supposed to be dry. There is life in oil, as there is life in water (though neither has affinity for the other, yet both work in many respects in the same way). As soon as the under ink is set free by its fellow, the fresh ink, both begin to caper about and spread and run together, and of course they carry with them the coloring matter they hold, which now also partially released, breaks up into particles and presents the "fatty or mottled look" which our correspondent complains of.

Blue is a hard color to work sometimes, even alone, as many pressmen have experienced, especially with type of heavy face or cuts with solid surfaces. If the operator would stop to consider, he would find that there is grease somewhere, on his

rollers, on his form, or on his distributing plate. Blue ink of all kinds, and certain blues more than others, rebel against the slightest suspicion of foreign grease, and instantly show their dislike for the stranger by assuming a mottled or spotted character. Eternal vigilance is the price of liberty from dirt and everything else that injures. Keep everything clean. American Pressman.

THE MONOLINE.

A CIRCULAR issued by this company and signed by Herman Ridder, of the New Yorker Staats-Zeitung, reads as follows:

"1st. -I have examined the Monoline machine with great care, and for several weeks critically tested its capacity for good and steady work, and have no hesitation in pronouncing it the best Line-Casting machine now known. In my opinion no other machine approaches it in either of the elements of simplicity, durability, range of work or cheapness; and no other machine surpasses it in quality of work. I have also caused it to be examined by several persons in whose judgment in such matters I have the greatest confidence, and without an exception my opinion has been fully sustained.

"2nd. -In addition to its wonderful simplicity, cheapness, durability and good work it has an interchangeable keyboard, which can be arranged in less than five minutes to suit any typewriter, and three minutes is ample time to change one font of type to another. It is more substantial than the ordinary typewriter machine, and, I believe, will require less care and skill to keep it in good working condition. Its weight is about 450 pounds. The one machine does the whole work; distribution is automatic.

"3rd. -My observation of the Monoline enables me to say that a fair operator should set forty-eight thousand ems in eight hours (6,000 ems per hour), although a fast operator could do much more. I do not think any other machine equals it in this respect.

"4th. -The Monoline can be used with equal profit in small and in large offices. It does not need the watchful care of a skilled machinist. An intelligent boy or girl should be able to take entire charge of it after a few day's practice.

"5th. -The cost of the Monoline, I understand, will not exceed fifteen hundred dollars (\$1,500), with favorable terms of payment. Considering the cost of making the machine, I think that sum is quite enough, although there is no doubt in my mind that the Monoline, if worked four hours a day, will save in type composition more than enough to pay that amount in a year.

"6th. -You have been advised that the New York Staats-Zeitung has been using the Mergenthaler Linotype Machine in its daily, weekly and Sunday issues for about two years. As general manager and treasurer of that newspaper, I was instrumental in the purchase by that paper of twenty-four of those machines, and have been running them with gratifying success ever since. With this experience I have no hesitation in saying that I am convinced that the Monoline at the same price is a much more economical machine, and in range of work and ease of management is vastly superior. Its cost is but one-third that of the Linotype.

"7th. -The machine in running does not make as much noise as the ordinary typewriter. A boy can easily drive it. It occupies a floor space of about 3 x 4 feet, and its working parts are in full view."

THE RECORD OF THE MACHINE.

THE Typograph machine used by The J. B. McLean Pub. Co. turned out their three weeks ending August 12th 303,000 ems. The weekly record is as follows:

Week ending July 29.....	97,000 ems.
" " Aug. 5.....	105,000 "
" " Aug. 12.....	101,000 "

Total.....303,000 ems.

There were not many delays in the period for which the figures are given, and when there was delays it was the machine's fault.

The result is that a fair quantity of matter was set, but the appearance was unsatisfactory. The matrices were nearly worn out and they did not form straight slugs. The letters were very much zig-zag. Fins appear between the letters and at the ends of the lines, and the appearance is worse than that produced by very old type. The general appearance of this even when the press work is done most carefully, is very rough, indistinct and dirty. This, of course, is not a defect which cannot be remedied. It can be remedied by always having new matrices, that is renewing them, say every three months. It would be an expensive remedy, but seems to be the only one available.

One other difficulty may be mentioned, and that is that pieces of metal drop off the slugs and lodge between and under the lines causing considerable trouble and delay. This is a point that should be attended to by the improvers of these machines.

The appearance of the matter even when done by new matrices is not nearly so clean as when done by fairly good type. It is not so easy on the eyes of the readers. No doubt some of these difficulties mentioned here will finally be overcome, but it must be acknowledged that there are difficulties to overcome.

E. E. SHEPPARD'S VENTURE.

THE Toronto Saturday Night seems to have been a financial success, and to-day surpasses all its competitors in purity of tone as well as in quality. Emboldened by his success, Mr. Sheppard has decided to have a similar publication in Winnipeg. E. W. Rugg, H. J. Macdonald, Dr. A. H. Ferguson, W. F. Henderson, T. C. Livingstone and D. S. Curry are the gentlemen who are connected with Mr. Sheppard in the formation of a company known as the Winnipeg Saturday Night Company. They are applying for incorporation with a capital stock of \$10,000, divided into 100 shares of \$100 each. The gentlemen named will be the directors. Such a paper can be run very economically in connection with the Toronto paper, as much of the general literature will be adaptable to both journals. Mr. Sheppard has always been a very energetic and enterprising newspaper man, and his many friends will be glad to see this his crowning success.

TENDERS WANTED

The following advertisement has been sent out from the Ontario Government offices, and the big firms are busy figuring on it:

"SEALED TENDERS addressed to the Hon. Richard Harcourt, Provincial Treasurer, Toronto, and endorsed "Tenders for Printing, Binding, etc." will be received until noon of the 11th day of September next, for the printing, binding, etc., as required by the Ontario Government for the term of five years, to be computed from the first day of January, 1894.

"Forms of tender and specifications, together with all needed information as to probable quantities, may be obtained on application at the office of the Queen's Printer, Parliament Buildings, Toronto.

"L. K. CAMERON,
Queen's Printer."

"August 24, 1893.

SUBSCRIBERS TELL HOW TO RUN A NEWSPAPER.

AN Eastern metropolitan newspaper (the Boston Post) recently offered a prize for the best letter from its subscribers, telling how a newspaper should be run. Answers to the number of 2,169 were received. The letter that won the prize is as follows:

Give all the news in advance of any other paper. Give it fully, faithfully and reliably in readable form. Verify all information, if possible.

Confine opinions to editorial department.

Do not distort speeches interviews or statements. Give both sides of every story. Be fair.

Condense the less important news; give the kernel without the husk. Inaugurate new ideas.

Muster into service all the business sagacity and integrity you can command.

Win the respect and support of employees and business acquaintances by prompt discharge of debts and obligations.

Treat of topics that people are talking about; be timely. Give your paper individual tone and character.

Denounce vice, fraud, corruption, oppression; encourage generosity, prosperity, integrity. In maintaining the right "hew to the line, let the chips fall where they may."

Permit nothing unreliable or objectionable to enter news or advertising columns. Make the latter as interesting and progressive as the former.

Keep up with the times, perhaps a bit in advance, be honorably and honestly aggressive.

Feel the public pulse, and keep in touch with it.

Produce a paper that will deserve to enter every household.

Bookbinders

Telephone 91.

Paging and Peforating neatly done.

PAPER RULERS, Etc.

Embossing and finishing for the Trade.

FINE LEATHER BINDING

of every Description, and

PAMPHLET BINDING

promptly done.

MUNROE & CASSIDY

(Successors to James Murray & Co.)

28 Front Street West, - - Toronto.



Established 1850.

J. H. WALKER

Wood Engraver

and Designer

181 ST. JAMES STREET . . .

MONTREAL

World's Fair Announcement . . .

OF THE



Machinery Hall Annex, Column S. 41.

IN advocating the sale of any machinery, no fairer proposition can be made than that of inviting an actual comparison with competing machines.

The World's Columbian Exposition offers just this opportunity. We have seven machines in actual operation (no two alike), among them one of our

Rapid Marginal Double Sixteen Book Folding Machines.

In this machine we register the sheets by an

Automatic Electrical Attachment



As every other "leading" machine will be represented, we extend a most cordial invitation to those interested to avail themselves of this opportunity of making a careful investigation and comparison with these machines.

Our new '93 Catalogue is just out. We will be pleased to send you one upon request.

BRANCHES . . .

- New York: 49 Wall Street
- Boston: 149 Congress Street, Room 10
- Chicago: Columbian Exposition, until Oct. 31st
- San Francisco: Palmer & Rey, 405 Sansone Street
- London, England: 21 Cheapside, E. C.

DEXTER FOLDER CO.

Factory and Main Office, **FULTON, N.Y.**

RECENT INVENTIONS

A MACHINE has been invented by George H. Davis, of Waltham, Mass., for drying matrices with rapidity and thoroughness.

Another typesetting machine has been patented, letters patent having been granted to William W. Bishop, Powell's Station, Tenn., and John M. Bishop, Washington, D. C., for a new means for composing types. The salient feature of novelty in the invention appears to be the use of a printing type, which is covered by a separate patent, and is bifurcated upward from its feet past its centre of gravity, and notched on the inner side of one of its legs. The machine has a frame supporting a series of carrier troughs set at an inclination of about 45°. The type-case is removable and has a series of partitions, adapted to serve as rails for the bifurcated types to slide upon in transit to the stick. The invention seems to be in a transition period thus far, judging from the construction suggested in the claims.

There has been a great deal of difficulty in securing a practical device for spacing the matrices, in machine of the linotype principle, especially since the wedge of the Shucker's people was decided as their own property in a recent suit brought by them against the Mergenthaler Company. Two new patents have just been granted to Joseph C. Fowler, Washington, D. C., for a "spacer for type-matrices," the construction of which is ingenious, though just how it will work in practice, when brought between the matrices, has yet to be proved. The device consists of two elastic, compressible members, normally separated and provided with a nib, compose to form a fluid tight closure for the mold between adjacent matrices. Two parts project from the members and converge to meet at a point removed from the integral apex of the nib, between which point and apex the two parts are brought into contact and their lateral edges beveled. The two similar members have a normal expansion by their own elasticity.

In a recent issue reference was made to a type-setting machine invented by Mr Joshua Kay, of Melbourne, Australia, and patented in England. Invention, of London, makes the following allusion to the invention:—"The machine is running at Furnival & Co.'s St. Bride St, E. C. It is about 4 feet by 4 feet, and consists of a cast-iron stand carrying a keyboard, the necessary upright tubes to hold the types, a central steel shaft carrying a row of bell cranks that actuate a series of pushers, an endless brush belt, and a slide from which the set-up type travel to the justifier. The keyboard, which has a key for each character of the ordinary Roman font, is placed in front of a series of upright tubes that contain the types. The depression of a key causes the bell crank corresponding to it to actuate a thin slip of steel drives out the lowest type in the tube; the revolving belt brush runs at a very high speed and sweeps the type along a channel to the collecting slip, where it, by means of an ingenious arrangement that squeezes the brush fibre, is forced down on to the slide along which the finished line slides to the attendant to be justified. The inventor claims that by the employment of electricity the keyboard may be in one place and the type-composing portion in another."

From September 18 to 20, inclusive, the exposition of the Middle German Paper Union will be opened at Leipzig. This fair is locally popular alike with sellers and consumers of the great indispensable article offered in bewildering variety at its booths.

Buntin,

Gillies & Co.

Wholesale Stationers,

Paper, Envelope,

and Blank Book

Manufacturers

HAMILTON, ONT.



Carry a large stock
of everything
in the line of

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ORDERS SOLICITED,

to which we guarantee
prompt and
careful attention . .

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CARD BOARD,

and . .

BOOK PAPERS.

Greatest variety in Canada.

WRITE US FOR SAMPLES AND QUOTATIONS ON

ANY LINE REQUIRED.

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PRINTER AND PUBLISHER

The only Journal in the interest of the Craft published in Canada.

JOSEPH B. LOVELL,

ELECTROTYPED

FIRST-CLASS WORK AT MODERATE PRICES. 25 St. Nicholas St., MONTREAL.

ILLUSTRATIONS

For BOOK ILLUSTRATIONS
PORTRAITS
LANDSCAPES
BUILDINGS
CATALOGUES

Our Photogravure work, which is executed on hard rolled copper, is equal to that of the best American houses. . . Prices Right . . .

Write for quotation and specimen book to

Desbarats & Co., 73 ST. JAMES ST. MONTREAL.

THOUSANDS OF DOLLARS ARE LOST YEARLY,

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

Ours is Known all Over the Globe

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

We have a large advertising connection, and those who once try our columns stick fast to us.

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

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

Specimen copy cheerfully sent on application to

THE EDITOR,

"The Stationer, Printer and Fancy Trades Register,"

160 Fleet St., E.C., London, Eng.



TO KNOW WHAT IT IS IS TO WANT IT

"I would not part with mine for a great deal more than it cost, if I could not get another." - H. A. WESTBROOK, BUFFALO, N. Y.

A text book and book of specimens; 113 pages, in colors; 6x8 in oblong; \$1.00 in paper; \$1.50 in cloth.

A. A. STEWART, Salem, Mass.

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It is full of valuable and interesting reading matter, and it is the only paper in the country that embraces the whole field of paper and book making.

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THE WEEKLY JOURNALIST

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The Most Useful Works Ever Published.

The Printer's Art.—"Truly admirable little work." "Full of good ideas," are some of the comments. 113 pages in colors. Paper cover, \$1.00; cloth, \$1.35.

Challen's Job Printer's Record.—Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (189), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$3.00. Size, 9 x 12 in.

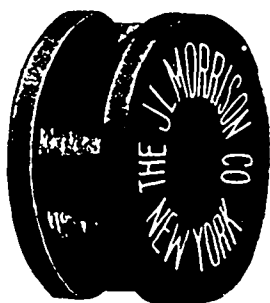
Challen's Advertising Record.—Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the months (189), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-royal, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

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

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= NOTICE =

FIRST PRIZE

has been awarded Sanborn Machinery at every prominent and international exhibition held during the past forty years.

As the Largest Manufacturers in the World of Paper Cutting and Book Binding Machinery, we intended to have made a most elaborate display of our products at the coming Columbian Exposition. Our desire was to exhibit, for the **FIRST TIME**, several entirely new machines of great interest to the trade, in connection with a large number of our well-known standard machines.

We were, however, unable to secure adequate space, and the insufficient amount that was finally assigned us came so late that we were ultimately forced to withdraw from the Exposition entirely. Fortunately, our inability to make an exhibit will not prevent those interested, who visit the World's Fair City, from carefully examining a complete line of our very latest and most improved machines, if they desire so to do.

Our warehouses in Chicago are the Largest in the World in our line of business, covering a floor space of nearly eight thousand square feet. In these warehouses we constantly have on exhibition a stock of Paper Cutting, Book Binding and Paper Box Making Machinery that for size and variety has never been equalled. In dark weather our own electric light plant affords perfect illumination.

The noise and general confusion of a vast exposition building, filled with moving machinery, make it impossible for the careful buyer to study properly any specific tool.

Through the medium of this advertisement we extend a cordial invitation to all interested to call at our warehouses, where a most critical examination can be made under the very best auspices.

Our goods are known and used throughout the world, and are recognised as the standard of quality. Our experience of over forty years as manufacturers of high class goods only is sufficient guarantee that all claims we make can be substantiated, and we take pride in maintaining to the fullest extent the reputation we have made.

WAREHOUSES IN
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GEO. H. SANBORN & SONS,
42 and 44 West Monroe St.,
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SUPERIOR COPPER-MIXED TYPE.



Astoria and Portland Series.

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THE BOSTONIAN SUN

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DURABLE MACHINE

Repairing Given Extra Attention

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MILNE & RICHARD,
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6A 124 18 POINT ASTORIA (3 line Nonp.) \$3 25

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WOOD BOARDS a Specialty

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TORONTO BRANCH
29 Front Street West
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318 St. James Street

Mammoth Works, Hull, Can.

WORLD'S FAIR ANNOUNCEMENT

of the

DEXTER FOLDING MACHINES

Machinery Hall-Annex,
Column S, 41.

In advocating the sale of any kind of machinery, no fairer proposition can be made than that of inviting an actual comparison with competing machines.

The World's Columbian Exposition offers just this opportunity, and should be made the most of by those contemplating the purchase of folding machinery. We have seven machines in actual operation; among them one of our

Rapid Drop Roll Book Folding Machines.

In this machine we

Register the Sheets by an Automatic Electrical Attachment,

which gives absolute register at high speed.

A most careful investigation of these machines is requested. We are giving special attention to the development of modern labor-saving Paper Folding Machinery. Write for printed matter.

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New York—49 Wall Street.

Boston—149 Congress Street, Room 10.

Chicago—Columbian Exposition, until Oct. 31st.

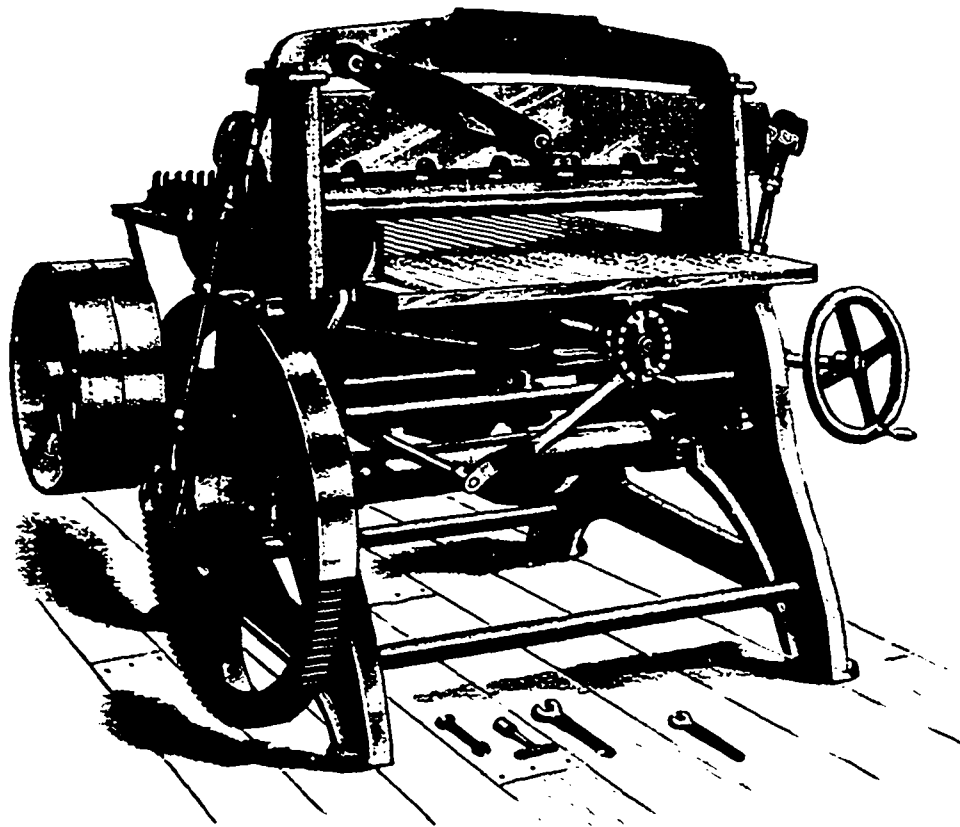
San Francisco—Palmer & Rey, 405 Sansome Street.

London, Eng.—21 Cheapside, E.C.

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Factory and Main Office,

FULTON, N. Y.



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Machine Works .

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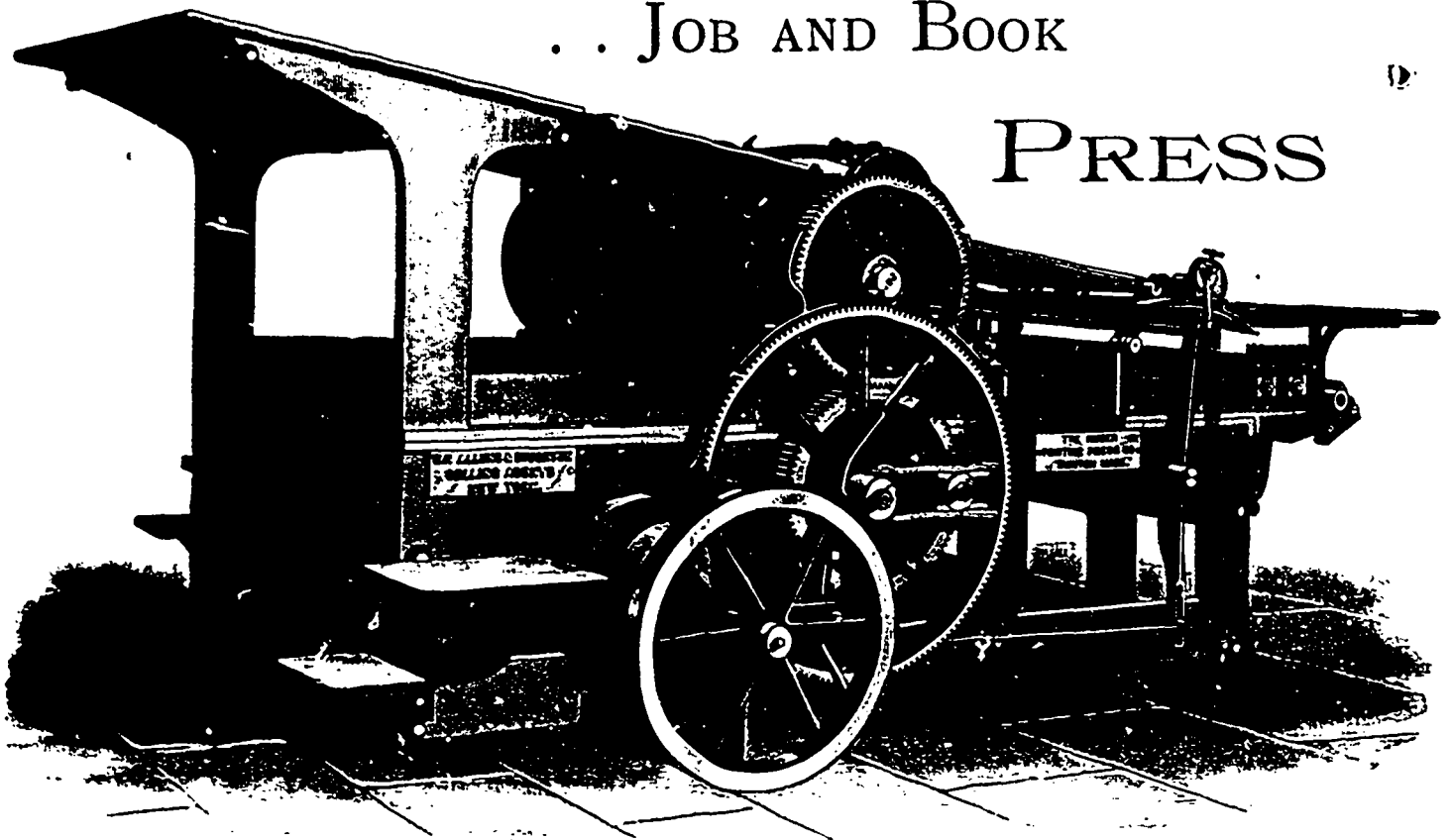
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Double Rolling. Single End. Six Four-Inch Face Tracks. Box Frame. No Springs. Front or Back Delivery

Unequaled by any Two-Revolution Press in Impression, Register, Distribution, Speed and Life

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

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1	4	44 x 60 in.	40 x 55 in.	1	4 roller 15 ft.	9 ft. 3 in.	6 ft. 4 in.	About 8 1/2 tons.	1,200 to 1,500
2	3	48 x 60 in.	44 x 56 in.	2	3-roller 15 ft. 8 in.	9 ft. 3 in.	6 ft. 4 in.	" 9 "	1,000 to 1,400
3	4	32 x 57 in.	31 x 51 in.	2 1/2	4-roller 13 ft. 6 in.	8 ft. 7 in.	5 ft. 5 in.	" 7 1/2 "	1,300 to 1,500
4	3	41 x 57 in.	35 x 54 in.	2 1/2	3-roller 14 ft. 2 in.	8 ft. 7 in.	5 ft. 5 in.	" 8 "	1,300 to 1,700
5	4	37 x 55 in.	34 x 45 in.	3	4 roller 13 ft. 6 in.	8 ft. 7 in.	5 ft. 5 in.	" 7 "	1,300 to 1,900
6	3	41 1/2 x 53 in.	33 x 45 in.	3	3-roller 11 ft. 2 in.	8 ft. 7 in.	5 ft. 5 in.	" 7 1/2 "	1,200 to 1,800

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

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VAN ALLENS & BOUGHTON, 59 ANN ST AND 17 TO 23 ROSE ST., NEW YORK
NO 301 DEARBORN ST, CHICAGO, ILL.

H. W. THORNTON, Western Manager