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TORONTO, MARCH, 1899.

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THE WEEKLY PRESS.

THE CLUBBING SYSTEM.

There are papers so situated that the clubbing system is found to work satisfactorily. For instance, Mr. Campbell, of The Cayuga, Ont., Advocate, does not agree with the argument of some publishers that clubbing with a city contemporary is introducing a rival. In his experience he has not found it so, and he clubs with The Toronto Globe, Mail, and News, and The Montreal Star. He finds that clubbing is the best canvasser he has in getting renewals, so that when the Canadian Press Association met in Toronto last month, two-thirds of The Advocate's list for 1899 was paid up. This is found to be the cheapest form of canvassing and no money is paid out for it. Of course, The Advocate does not do any cutting, but lets the city paper do that. Sometimes a subscriber may ask why the local paper holds its full rate, while the outside paper can be had lower, but a publisher usually has no difficulty in meeting this demand.

SPECIAL FEATURES.

The advisability of having new special features in the weekly is apt to be overlooked. But, busy as a man may be, he is wise if he takes one evening a month just to look ahead and plan. The knack of presenting facts in a newsy way is easily acquired, and sometimes these facts, standing by themselves,

look too trifling to go into print. It is the dressing of them up which reveals the editor's skill. So, no matter how dull the season is, the paper can be made attractive. C. M. Gardner, a Massachusetts man, recently gave some suggestions, which can be adopted in Canada. According to the town you are in run a good market report with business notes which have a local interest. Records of rain and snow falls, temperatures, etc., are interesting. A paragraph headed "coming events" will interest the neighborhood and it need not contain merely local events, but many Provincial or Dominion matters of general concern. The reports laid before Legislature or Parliament contain facts relating to local institutions or public works which never appear in the city papers and are the proper prey of the weekly. They are often overlooked. The editor is apt to think the community is as well posted as himself which is a mistake. If the Parliamentary documents don't come to the office, write to the member for the county for them.

CREATING A FIELD.

The Sherbrooke Record has started a weekly paper in connection with its daily issue, and in reply to The Cookshire Chronicle, which anxiously inquires if there is room for another weekly in Sherbrooke, says: "That is not the question. We are in a position to give more for the money than any other paper in the Eastern Townships, and consequently we will make a field."

We admire the pluck of our contemporary, and pluck, if coupled with discretion, is one of the first elements of success. At the same time pluck cannot always make fields for newspapers, though it may have much to do with developing them when other conditions are favorable. The question is: Are the conditions favorable in Sherbrooke for another weekly newspaper, or even for superseding one or more of them already in existence? It must be borne in mind that a low price is not everything that the public demands. —St. Johns News.

BOOKS OF REFERENCE.

A correspondent writes asking what books of reference are really necessary in the editorial end of a bright weekly. As a rule the editorial end does not stock books of its own, and there is a doubt if the outlay would be justified. In most places there is a public library, and an effort should be made to get the board to buy each year certain cheap reference books which the editor, in common with other people, can consult when he pleases. There is for instance, the Canadian Almanac, a very useful little compilation, published by The Copp, Clark Co., Limited, Toronto. For United States affairs, The

New York World Almanac is reasonable in price, and Whitaker's Almanac for British informations only second in value to Hazell's Annual, which is the best all-round yearly volume for newspapermen we know of. The local book dealer can import it at \$1.25. But it is not often a weekly editor requires further information than is given in the larger dailies about public affairs, and for a local encyclopædia and work of reference the weekly editor must depend upon himself.

PARLIAMENTARY
REPORTS.

During the session at Ottawa some papers print a letter which is supplied for a reasonable price to weeklies which do not cover the same field. It can be had suitable for Conservative and for Liberal papers, and, where local readers appear to demand that sort of thing, the space given to it is not lost. Usually the letter is political, that is, it deals more with opinion than actual news. It might be better to compile one from the various dailies, confining the paragraphs to news, and leaving the politicians to fight their own battles. All the year round the official news from Ottawa is interesting and apt to be very imperfectly reported. It is as good reading for local people as many local items, and, if mere rumors are avoided and the actual facts given, it will be found that no one paper, even the dailies, gives a completely satisfactory record. By condensing from several exchanges the weekly can do this. Many weeklies are now giving proper attention to personal news, but they are apt to forget that personal news about public men is also interesting, and a half-column of personals clipped from every source makes good reading. However, the weekly letter from Ottawa during the session is not to be despised if you have not time to prepare a substitute yourself.

A WOMAN'S
DEPARTMENT.

There has been much discussion of late about the woman's page in the daily press, and some have ridiculed its introduction at all. They say that an intelligent woman is interested in what interests men. As far as the weekly is concerned, there ought, if possible, to be a column or so which a woman can regard as peculiarly her own. A journal like *The Weekly Star* has obtained an abnormal circulation in the rural districts, because it has departmentalized its contents, giving a department for almost every class of readers. It may be impossible for the weekly to compete with such a wealthy journal in all its completeness, but this is where the value of a local journal comes in. The women of a town or village have societies and boards and interests of their own, either connected with the church, education, charity or some other work. If the weekly can secure the services of some bright woman, who is a secretary of one of these organizations, she might undertake a column for women of the town and district. In return for certain magazines and books she might be willing to do it without much expense. It is worth inquiring into. Much depends on whether a suitable writer can be found. An unsuitable one might set the whole town by the ears. A woman of judgment and tact could do much to increase the hold of the paper on its own locality. There is a woman's column in *The Toronto World* just now, conducted by a clever, sensible girl. It is worth following by editors as a proof that such a department need not

consist of a record of the movements and entertainments of mere society people.

A SPECIMEN
WEEKLY.

The weekly issue of the *Truro, N.S., News* fulfils many of the ideals of what a first-rate local paper should be. It is a 12-page seven-column paper. The number of February 23 may be taken as an average issue for purposes of criticism. It is well filled with *Truro* items, and correspondence from many places in the district. There must be three or four pages of this matter. Two good special articles on Nova Scotian gold mining are readable and timely. Late news from the Legislature, now in session, is condensed. There are several letters from readers, of a newsy character. The office artist and engraver has turned out a neat line drawing, the portrait of a local notable. Altogether, the verdict of a reader and patron would be that *The Weekly News* is a bright, newsy, up-to-date newspaper. It seems ungracious to pick faults, when the whole is uniformly good, but the make-up on the first page is hardly equal to the rest of the paper. One or two display headings would improve the appearance, and, if the contracts permit, the ads should be moved to give more room at the top. But it must be remembered, in all fairness, that the weekly is probably made up from the daily, and, in a paper so large as this, the task is arduous and full of difficulties. The *Weekly News* has a circulation of 3,650, and thoroughly deserves it.

TRIBULATIONS OF A SPECIAL ISSUE.

The publishers of *The Renfrew Mercury* made no mistake in taking their readers into their confidence as follows, in connection with a recent special issue:

"Those who look upon the pictures in this issue of *The Mercury* have little idea of the tribulations and humorous incidents there are in getting out such a special issue in a country newspaper office. In the cities, where such work is now common, there are special presses and equipment for it. Good paper is used, good inking rollers, and the work is done by pressmen who have had experience and thus have learned what weak spots there are to conquer. In a country office, it means a general upsetting of routine, and the paper has to be issued under very different circumstances to the ordinary. In the first place, we ordered engravings of a certain kind, which we had found to give us the most satisfaction in the past. When they came to hand they were something different! Possibly the engravers knew what was better for us than we did ourselves. It was too late to change, anyway. Then, the day we decided to print the special issue, a paper traveler came along. He had just exactly the paper we needed, he said; it had been tried, and he was sure it would suit. The order was given. When the forms went to press, the paper would not print the illustrations properly at all. Common paper would show them almost better. Fortunately, we had a small amount of another grade on hand—some of E. B. Eddy's make, and of just the same price—and, when it was tried, it was found to print the cuts excellently. So, telephone and express were used, and Eddy's had the paper here in time for us to get the edition out nearly at its usual hour. In spite of these little drawbacks, the first proof-sheets warrant us in thinking that it will be a fairly creditable issue, after all. Printers will be interested in knowing that the paper used is Eddy's 'No. 3 Book.'"

REWARDS IN ENGLISH JOURNALISM

By A. H. U. C.

AN Englishman who visited Canada a short time ago, told me that it was exceedingly difficult for an outsider to get a footing in English journalism. Unless you know the editors personally, he said, or were well introduced to them, you stood little chance of having your contributions accepted, or securing a position on the staff. The Englishman in question is not a journalist, but he is behind the scenes and knows exactly what goes on in more than one London newspaper office.

Some Canadians, and a great many United States writers, have done well in England. But, usually, they have established some permanent connection in the way of correspondence with this side of the Atlantic, and being thus sure of a moderate income, proceeded from this coin of vantage to win fame in purely literary work. Their English reputation has been made in literature, not in journalism. It does not appear that any newspaperman of note has crossed to England and there made himself a success in that line.

In England, newspapermen are better paid than they are in Canada, and they do not work so hard. When a man becomes a staff writer in London his hours on duty are few, and he manages to get a great deal of pleasure out of life, as indeed anyone living in London, and possessing a fair income and some leisure, can hardly fail to do. That is the testimony of those who profess to know, for, of course, I have little personal knowledge of English journalism beyond a visit to The Times office, and introductions several years ago to a number of London newspaper writers. But a book has lately appeared in England from the pen of Sir Walter Besant the novelist, which discusses literary life and its emoluments with much candor, and aims to give the aspirant some good advice. There is a chapter on journalism, written by a journalist, which throws much light on the salaries paid to English newspapermen.

It seems that a reporter on the staff of a weekly in a small English town will be paid \$5 a week. This, if he is alert and a fair writer, he may increase to \$8 or \$9 by furnishing correspondence to the city press. Assuming that he is competent and ambitious, he may secure a position with some first rate daily in a provincial city like Manchester or Birmingham. He would begin at about \$400 or \$450 a year, and progress, still as a reporter, to about \$1,200 a year. If he attained the position of chief reporter, or a staff writer, he would receive more than this. Then, he might secure a London position and join the large body of writers who labor for the press in the world's metropolis.

The ordinary London reporter, who is a well-trained man, and a stenographer, and reports meetings etc., gets from \$20 to \$30 a week, which is better pay than in Canada, since the cost of living is probably at least a trifle less than it is in the large cities of this continent. The London subeditors, what we would call here news editors, city editors, etc., receive, according to the class of paper they work for and the quality of the work they do, from \$22 to \$42 a week, and a good man can easily earn from \$2,000 to \$4,000 a year in the ordinary branches of Lon-

don newspaper work. The descriptive writer and the interviewer receive from \$40 to \$50 a week. There are, of course, the prizes of London newspaper life, consisting of editorships of leading dailies, where the salaries run from \$10,000 a year to even higher sums.

The writer, from whose chapter on English journalism I have culled the foregoing particulars, deals also with the news syndicates which furnish the press with much of the news of a routine character. There are several of these syndicates—the Press Association, the Central News, the National Press Agency, the Exchange Telegraph Company, etc. They have their own reporters, and furnish news to hundreds of papers throughout the United Kingdom. The news services of these companies have also considerably modified the system of reporting the Parliamentary debates. On this point, the writer's exact words are worth quoting. He says :

Service in the gallery of the House of Parliament was at one time one of the highly-prized positions which the journalist desired. To represent one's paper in the Mother of Parliaments will always be a coveted honor, but the gallery to-day is no longer the pinnacle of greatness it was considered ten and fifteen years ago. When newspapers combined to cheapen their Parliamentary reports, they formed an association, which does the same reports for hundreds of papers, and, therefore, does not leave to the individual journalist the same great chance of making money which he had formerly. Twelve years ago the journalist, besides having greater opportunities to earn extras in reporting, might easily write half-a-dozen 'letters' from the gallery for different papers—weekly, bi-weekly, and daily—and draw a guinea (\$5) apiece for them. Now, the Press Association and the Central News supply Parliamentary reports and 'letters' to hundreds of papers at the rate of 10s. 6d. (\$2.50) a column. Many gallery men in those days earned £20 (\$100) a week, and sometimes more, right through the session. To-day, it is a big week which produces £10 (\$50), and the nominal pay is about £6 (\$30) weekly. Exclusive of leader-writers and the staff of the news agencies, there are 60 men in the gallery for the London papers and a similar number for the provincial papers. The largest staff is that of The Times, which numbers 16, including a sun-ary writer.

One method of getting rid of the incubus of partisan reports in Canada would be a system of this kind here. The way the politicians make use of newspapers and give nothing in return is an amusing feature of Canadian journalistic life.

The records of Canadian journalism do not, as a whole, compare with the English salary list as given above, and perhaps it would be unreasonable to expect that. The Canadian editors holding the best positions receive from \$2,000 to \$5,000 a year, and there are probably a limited number who receive more than \$3,000. A good reporter rarely gets more than \$1,200 a year. The average figure might possibly be put at \$600. I consider this small, for the reason that, man for man, the daily newspaper press in Canada is represented by an abler and more brilliant body than any other class in the community, not excepting lawyers, doctors, judges, bankers or politicians. In England, there is nothing like the same relative proportion of intellectual acuteness and force in the ranks of professional journalism, although, undoubtedly, the English press produces some able men. Considering the limited population of Canada, the excessive competition, and the cost of the telegraphic news service, perhaps we ought to be content. There is certainly a tendency toward higher salaries, both for editors and reporters.

THE PRINTING DEPARTMENT

PICTORIAL POST CARDS

WHEN a printing office has the necessary facilities there ought to be some money in turning out a series of pictorial post cards with local views. If your district or town has some notable scenery or buildings, the idea may take well. Some Canadian offices are doing it already. The following simple method of sensitizing ordinary post cards is suggested by a continental writer: Coat the cards with equal parts of a 9 per cent. solution of potassium metabisulphite and a 25 per cent. solution of ammonia-citrate of iron. The cards should be, after sensitizing, dried in the dark and exposed in a printing frame until the deep shadows appear a grey blue, and then thoroughly washed with water until the whites are clear. There can be no doubt that the picture post card craze is very much on the increase, and The London Daily Telegraph has recently thought the subject of sufficient interest to devote an article to the subject, calling attention to the fact that the latest indication of the increase is afforded by the introduction of "penny-in-the-slot" machines to supply the cards.

A NEW COLOR PRINTING PROCESS.

According to a continental journal, a patent has been applied for in Germany for a new process, called steno-chromography, and the leading feature which makes it interesting is that, although the pictures may be in several colors, it is not necessary to lay the paper down more than once. The process appears to be especially suitable for the printing of bank notes, etc., as it is impossible to counterfeit the prints by any of the methods at present known. It is also adapted to the printing of colored illustrations simultaneously with the text, either at one or several printings, as may be desired. The prints may be either in litho or typographic style, and in the latter case, the process is applicable to rotary presses. The invention should prove of great value in three-color printing, and further details will be awaited with considerable interest.

ELECTROS AND RED INKS.

The non-affinity of the copper surface of electros to the red or vermilion inks is pretty well known to printers, though not many, perhaps, know the chemical reason. The British Printer points out that, as a general rule, the many varieties of red produced by inkmakers from coal tar products are harmless when printing from electros, but the vermilions obtained from mercury are apt to combine with the copper, and a reducing action follows, resulting in a smeary, smoky stain. The mercury has an affinity for copper, and no true vermilion color results. Electrotypers early found a remedy by coating the electro with a substance uninfluenced by this chemical action. First, a coating of silver was precipitated on the electro, and did good service, but was found to be too soft, requiring frequent replenishing in long runs on the machine. This led to experiments being made with the extremely hard and brittle metal, nickel, and eventually nickel plating was applied with perfect success. This suits the printer's purpose in every respect, making the face of the repro-

duction as hard as steel, and permitting thousands of impressions to be taken from the casts without renewing. The application of nickel plating has proved of considerable value to the printer, more especially to the color printer working from electrotypes. We may add to the above remarks of our contemporary that zinc plates are equally susceptible of injury from vermilion inks, and nickel-faced zincos are the remedy.

THE VALUE OF OVERLAYS.

It will probably hardly be credited, but it is nevertheless a fact, that with a perfectly plain surface, bearing no engraving, it is possible to obtain a very fair semblance of a picture, provided we have a properly graded overlay. For instance, it has been demonstrated that if we make up a moderately thick overlay with cut-out parts of a picture, so that the shadows have the largest number of thicknesses of paper and the lights the smallest, we can, by inking a plain surface and placing the overlay on the tympan, get the contour of the picture, though it may be somewhat crude. Of course it is not to be supposed that we are going to get pictures by overlays only without engraving the blocks, but the idea demonstrates the value of overlays, and shows that the more perfect the overlay the more perfect the resulting proof will be. Thus it is possible to conceive that if we could get a relief by photographic or other mechanical means which should interpret the tones by means of varying thicknesses of gelatine, we should have the most perfect overlay. Actually this was the principle of Husnik's gelatine overlays, which were made from the same photographic negative as the block, but these overlays were not appreciated to the extent they ought to be, because we think that printers failed to grasp the fact which we have referred to above, that an overlay alone will yield a fair picture without the engraving. How much better, then, must an engraving be when helped by a properly constituted overlay. An American inventor, Mr. N. S. Amstutz, some time ago announced a method he had devised of cutting out overlays by means of an engraving machine, and he has shown also that a celluloid overlay prepared by his method can be made to yield a contour picture from a plain, unengraved inked surface. It may be added that the same result cannot be achieved by an underlay, yet, of course, this does not prove that the underlay has no value.

TYPE TRANSFERS.

Printers are often called upon for a pull from type or block to be used for transferring to zinc for etching, but photo-engraving houses who have required such pulls have too often found that printers do not properly apprehend the requirements of such business. Transfers of this kind should be pulled on a smooth and thinly coated transfer paper, with ink formed of a mixture of equal parts of stone-to-stone transfer ink and good black litho ink, the whole being thinned down with a little turpentine. The ink should be well distributed and dense, but not too thick on the roller, and the latter should be a hard and thoroughly good one. The impression should be pulled with a hard packing, such as glazed board, so that the impression may

DIVIDENDS THEIR SPECIALTY.

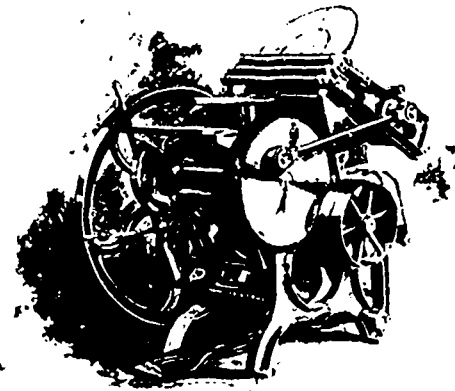
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not sink into the paper. Should it do so, it is obvious that the lines will spread in transferring. For pulling proofs for photographing somewhat similar conditions apply. The paper (or preferably thin board) must be a dull chromo enamel, and the ink densely black and stiff. A good hard roller and hard backed impression are the other essentials.

CLEANING UP HALF-TONES.

A good deal may be done by the intelligent printer towards improving the printing quality of copper half-tones, but it is an open question whether it is advisable that the printer should tamper with the blocks. Methods which are of the greatest usefulness in skilful and careful hands, are too often disastrous when applied in an unintelligent way. That must, however, always be the risk in publishing technical information. With this preliminary caution we give the hint that a copper half-tone may be made quite clean and bright, if stained or tarnished, by applying a solution of acetic acid and common salt. Another formula embraces the use of equal parts of methylated spirit and acetic acid. A clean surfaced block takes the ink much better than a tarnished and dirty one.

DEATH OF MR. SPOTTISWOODE.

Mr. George Adrian Spottiswoode, of the great firm of Spottiswoode & Co., British Parliamentary printers, is dead, aged 71. He took charge of the big printing business at the age of 19, and closely identified himself with it. For several years he lived near the office with several of his clerks and apprentices. He founded the Second London Volunteer Rifle Corps, of which he became major. The recruits were all drawn from his own

workmen and those of Eyre & Spottiswoode, who are connected with his family, and even now many of the original members of the corps are employed by the firm as overseers. The corps was amalgamated with another corps some time ago, but the F Company of the reorganized corps is still recruited in the same way, the captain being his son, Mr. Adrian Spottiswoode. Mr. Spottiswoode was vice-chairman of the House of Laymen and a regular attendant at church congresses.

ADVICE TO THE COUNTRY PRINTERS.

The failures of printers are chiefly due to two causes—ignorance and sloth—says George French, in *The Printer and Bookmaker*. No man would think of setting up a machine-shop, or a cabinet-shop, or a tinsmith's-shop, expecting to do much of the actual labor himself, and to direct it all, unless he had a fairly good knowledge of the trade he meant to utilize for a livelihood. Yet, it is common for young men to endeavor to establish themselves in the publishing or printing business before they possess more than a rudimentary knowledge of that vocation and that craft. There are to-day many printers whose training, previous to their entering business for themselves, consisted almost, or quite entirely, of the half-play experience of the amateur during the last years of school life.

It is easy to put the odd-length leads properly in their places when a job is distributed, but it is not always done. It is easy, also, to attend carefully to every detail, at the right time and in the right manner, but it is done in far too few offices and by far too few good printers. I am sure I hope I exaggerate, but I suppose there is from a week's to a month's steady work for all

hands in 75 per cent. of the printing offices in the country in "clearing up" and "straightening out" if not a stroke of productive work were done during the time.

For a compositor to go about the office picking letters and hunting for leads, rules, ornaments, etc., quickly wipes off of the estimate all profit figured on account of the item for composition. The loss is augmented when it is found necessary to throw away a soiled sheet of paper when the stock is cut; make an extra allowance for an habitually dirty-fingered feeder; hunt for a piece of cardboard to put under the paper when it is cut, to obviate the ragged edges due to a dull cutter knife or a worn out cutting stick; hunt again for proper tympan-paper when the job reaches the press; lose time dabbling among the scattered ink-cans for the ink required; wash the press and the form two or three times to secure a good color, because some of the type used was not properly cleaned when previously used; wait for the feeder to scrub his hands, which bear evidence of all the varieties of inks used during the week; clear a place to spread the job to dry; send out for benzine to wash the press; struggle to get a set of worn-out rollers into condition; warm the press ink-plate with a lamp before the ink will spread, and then wonder why it seems determined to separate and blur and look "dauby" on the job—to struggle, in fact, all along the line with adverse circumstances tending to delay work and make it more costly, even to the final search for a suitable wrapping for the finished job when it is called for, and a delay in figuring the cost when the patron is in a mood to pay.

This is not overdrawn. It is true that not all of the hindrances named may attack each slothfully conducted office, but enough of them are operative in many offices to make profit an almost unknown element, and pleasure in the work a sentiment rarely felt.

There are occasions, of course, when everything has to stand aside for the necessity of turning out work: when jobs must be allowed to stand undisturbed, and even the emptiness of the benzine can may be tolerantly discovered. It is better to meet such emergencies by calling in an extra hand, if one is available, and let one of the regulars work at putting to rights. You know that it is hard to tackle a board full of dead jobs, with the pi, the absent letters the rules and leads missing, and the general dilapidation such things fall into. It is a job everybody shuns, and it makes an extra holiday almost a necessity.

There is an aesthetic value to a clean, well equipped and well-ordered office that is not always appraised as highly as it ought to be. A compositor needs a strong mind to be able to do his best in an office that is not kept up to a high mark of order and neatness and preparedness. It is not in human nature to resist the influence of environment. Science tells us that, and it is our fault if we do not apply the scientific truth to our own everyday surroundings and circumstances. It is as valuable to us there as in the spheres we would more naturally assign its influence to, as the education of the young or the cultivation of religious and sociological habits and sentiments. The appearance of the shop influences the appearance of the work turned out therefrom, and the order and convenience of the shop vitally influences the speed and quality of that work.

THE OTTAWA PRINTING BUREAU.

The annual report of the Department of Public Printing and Stationery at Ottawa for last year contains a lengthy account of

the operations of the bureau since its institution, ten years ago. The Queen's Printer, Dr. S. E. Dawson, covers every part of his subject, giving a detailed description of the various kinds of work done in the bureau, and discussing the public printing bureaus of other countries. The official report is, in short, a defence of the bureau from every standpoint, and should be, at least, glanced at by printers who have felt that the Government never should have established a public bureau. The drawbacks of the contract system are pointed out, and what is called the "aftermath" of the contract system is given, namely, the success of several lawsuits against the Crown, amounting in all, with interest and costs, to nearly a quarter of a million dollars, for work awarded by the late Government to persons not contractors. These five suits resulted in awards for damages against the Crown for the following amounts:

Barber Bros., for profit on paper.....	\$45,153.11
MacLean & Roger, for printing, 1st suit.....	72,375.80
MacLean & Roger, for printing, and suit.....	29,919.28
Mortimer & Co. for binding.....	18,419.03
A. S. Woodburn, for binding.....	26,000.00
	\$191,867.22

This, as the Queen's Printer shows, was merely for profit on work done. The work was paid for besides, and there were law costs, etc., to count in. The result shows that the late Government certainly did not succeed in working the contract system profitably to the country. Whether a business-like method was not possible is another question. The Ontario Government has no printing bureau and yet it does not go outside the contractors, and the work is, and has been for years, admirably done. The Dominion bureau requires the following additions to enable it to keep up with public printing:

1. A fast perfecting press, feeding from the web and folding its own work, capable of turning out from 18,000 to 24,000 sheets of 16 pages per hour.
2. The addition of four linotype machines and the exchange of two of those now in the office for others of the latest improved make.
3. The extension to the rear of the western wing to provide increased space for the bindery and for the pressroom.

A JOB OFFICE AND A SMALL DAILY.

A daily paper is the most exacting enterprise with which a man can be connected. The work is never done. There are always occurrences that need the most careful and painstaking attention. The publisher who is operating a job office in connection has not his entire time free to devote to his paper. Something must be neglected; and because the individual who brought in the job is a reality—a present personage—and the subscriber to the paper or the prospective advertiser more or less impersonal and intangible, the latter is neglected, and the attention is given to the job end. The result is in a degree disastrous. The job is turned out, but a piece of news is lost, or only imperfectly secured and prepared; or the firm or individual who was about ready to advertise has decided that he will not do it. The job paid you \$10. The loss of the news story cannot be calculated. The loss of the advertisement cost you about \$100 for the first year, and it might be indefinitely extended, because a satisfied advertiser is a customer for life.

The publisher of a daily must have time to be out. He cannot run his business from the interior of his office. But, if he is operating a job plant, this is not so easy. Something will

When you want any of the following machinery, get our quotations; then you will give us your order:

- Monona Leverless Cylinder Presses.**
- Chandler & Price Gordon Presses.**
- Wetter Numbering Machines.**
- Horton Mailing Machines.**
- Brown & Carver Paper Cutters.**
- Brown Folding Machines.**
- Westman & Baker Gordons and Cutters.**
- Jones' Gordon Presses.**
- Lightning Jobbers.**
- Rebuilt Cylinder Presses,**

our stock is the largest and best in Canada.

A full stock kept at all our branches.

Toronto Type Foundry Co.

LIMITED

BRANCHES

- 646 Craig Street - MONTREAL
- 175 Owen Street - WINNIPEG
- 520 Cordova Street, VANCOUVER
- 146 Lower Water Street, HALIFAX

be sure to happen to the extra nice job he is doing, and he will lose. But, if he stays in to oversee it, he will miss business he might have secured for his paper. He will fail to see a prominent visitor, who would have given him a valuable interview, and also, incidentally, an opportunity to advertise his paper and himself. These things all cost; and there is only a more or less inconsequential job business to rely upon to make up the deficiency.

It would be possible to go on and on, enumerating reasons why a job department may not in all cases be run profitably with a small daily; but enough has been said to show the wise publisher where he makes his mistake if he undertakes it. Specialism, concentration of effort, devotion of energy to a single object, are the only sure methods of success. If one is publishing a newspaper, that is what he must do; otherwise, he will do nothing. An indifferent newspaper is an abomination that does not deserve to exist; and the mixture of daily and job printing is about as near the proper combination to create an indifferent paper as it is possible to get.—M. J. Cody, in Newsperdom.

IN THE DAYS OF STONE MANUSCRIPTS.

Egyptian Poet (angrily)—“Then, why don't you return my manuscript?”

Egyptian Editor (coldly)—“You enclosed no ox-team.”—Life.

H. A. Harper, late of The Mail staff, is now resident Ottawa correspondent for The Montreal Star.

PRESS GALLERY FOR 1899.

The press gallery at Ottawa is composed of the following newspapermen for the parliamentary session of 1899:

Toronto: Globe, George Simpson, Charles A. Matthews and R. C. Dunbar; Mail and Empire, Fred Cook and F. McNamara; Telegram, E. R. Nichols; News, J. A. Garvin.

Montreal: Gazette, John A. Phillips and W. H. Coard; La Patrie, Thomas Cote; Herald, R. J. Hartley and H. A. Harper; Star, H. R. Holmden and Wm. Smith; La Presse, Marc Sauvable.

Ottawa: Free Press, L. A. M. Lovekin and Gerald H. Brown; Journal, J. B. Harkin. Citizen, E. W. Morrison and R. M. MacLeod; Le Temps, R. Laferriere.

The following are also in the gallery:

Wm. Mackenzie, Hamilton Times; M. O. Scott, Hamilton Spectator; F. Moffett, Quebec Soleil; T. A. Brown, Winnipeg Telegram; E. Parritt, London Post; Horace Wallace, Quebec Chronicle; A. W. Robb, Walkerton Telescope.

For high-grade catalogue work, no finer cover can be used than the “Victor” parchment cover paper. For strength, beauty and general appearance, this paper is unsurpassed. Buntin, Gillies & Co., Hamilton, carry six colors in stock, in 20 x 25, and can make special sizes to order if required.

“Century” linen, as a paper, enjoys great popularity for commercial stationery used by bankers, insurance companies, etc. and the strength and appearance of the paper fully warrant it.

BRIEF NEWS OF THE MONTH.

BUSINESS CHANGES.

HENRY WATSON, proprietor of The Highgate, Ont., Monitor, has sold out to V. A. Statia.

J. Lucas & Co. have started business as printers in Montreal. The Deseronto Tribune has been sold to W. S. McMicking.

G. S. Martin, publisher, Ymir, B.C., has sold out to A. L. Knox.

Young & Luxton, publishers of The Calgary Herald, have dissolved.

The Windsor, Ont., Review has been purchased by James Dickinson.

The Berlin, Ont., Telegraph office and plant have been burned out.

A. M. Rutherford, printer, Owen Sound, Ont., has assigned to W. F. Gray.

The assets of Leprohon & Leprohon, printers, Montreal, have been sold.

Partnership has been registered by The Sun Photo-Engraving Co., Montreal.

John B. MacLean has registered as proprietor of The Metropolitan Co., Montreal.

A. C. Wood, proprietor of The Leamington, Ont., News, has sold out to McKay & Bancroft.

F. W. Clearwater, proprietor of The Huntsville, Ont., Forester, has sold out to George Hutcheson.

The Keyes-Somerville Printing Co., Limited, Brantford, Ont., have assigned to A. K. Bunnell, Brantford.

The name of The Free Lance Publishing Co., of Windsor, Ont., Limited, has changed to The World Publishing Co., of Windsor, Limited.

Boulanger & Marcotte, publishers of the Quebec directory, have bought the plant of The Journal de Quebec, and will, it is stated, issue a new independent paper.

The annual meeting of The Toronto Globe Printing Co. was held on March 8, when the results of a highly satisfactory year's business were laid before the shareholders. The board of directors was reelected, and Mr. Robert Jaffray was reelected president.



E. V. Nye, proprietor of The Bedford, Que., Times, has been burned out. The same disaster has happened to the printing office of The Colborne, Ont., Enterprise. The Regina Standard office, building and plant, was destroyed by fire on March 18.

THE LIBEL LAW.

Frank S. Taggart, Vancouver, is suing The Victoria Mining Record for reprinting an article which he alleges contained a libel concerning himself.

The Quebec Legislative Council threw out Mr. Langelier's amendment to the libel law regarding jury trials for libel suits where the damages claimed exceeded \$200.

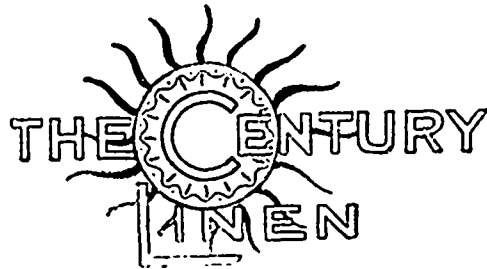
The criminal libel suit against Walter C. Nichol, of The Vancouver Province, brought by Ex-Premier Turner and Hon.

VICTOR COVER PAPER

Six Colors

20 x 25 — 60-lb. — 500 Sheets,
\$9.00 per Ream.



With Envelopes to Match.
Used by the Best People.

Burnside Bristol Board.....

White 22 x 28 — 100, 120, and 140 lb.
10 cents per lb.

Ten Colors 22 x 28 — 120-lb.
\$2.75 per 100 Sheets.

BUNTIN, GILLIES & CO.

HAMILTON.

Our 7-91 White Envelope (note extra size, large enough to contain ordinary No. 7), @ 90c. per 1,000 is the best value on the market.



The Best Printers



ALL have only the best of everything. They want the best presses, best stock, best pressmen, and compositors, and, last but not least, the best Inks. ✱ The price of the best Inks is such that every good printer can afford to buy them. ✱ Ault & Wiborg's Inks are the best and the cheapest, ✱ because they for many years have given better results than any others.

The Best Inks Make the Best Printers—

Ault & Wiborg's.

TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada Limited

A full stock kept at all branches.

Ⓜ INNER CHI.

Mr Pooley, failed of success, the jury disagreeing, standing 9 to 3 in Mr. Nichol's favor.

PERSONAL MENTION.

W. Murdock, formerly editor of The Pilot Mount Sentinel, is dead.

W. F. Luxton, of Winnipeg, has joined the St. Paul Globe staff.

Capt. E. J. Chambers, formerly of The Montreal Star local staff, has taken a position with The Montreal Witness.

R. C. Millar, formerly editor of The Pembroke Observer, has been appointed by the Government to a position in the Yukon district.

Clifford Smith, late of The Montreal Witness, whose clever literary work has won a more than a local reputation, is now with The Montreal Star.

Wallace Dafoe, who has been in charge of The Montreal Herald's telegraph desk during the past two years, has joined The Star staff as exchange editor.

Joseph Medill, of The Chicago Tribune, who died in Texas last week, was born in St. John, N.B., in 1823, of Scotch-Irish parents. In 1832, he removed with his parents to Ohio.

Frank MacNamara, a member of the old Empire staff, who has been on the Cleveland press for several years, has returned to Canada, and is representing The Mail in the press gallery at Ottawa.

Watson Griffin, formerly editor of The Weekly Star and more recently of The Brockville Times, has joined the editorial writing staff of The Montreal Star. Mr. Griffin is a man of wide information and a clear thinker.

Canadian members of the United Typothetæ of America will be interested in knowing that Hon. Joseph L. Little, a prominent member, and formerly a member of Congress from New York, has been reelected president of the Manhattan and Bronx school board for 1899.

T. F. Paterson, assistant editor of The Vancouver World, was given a dinner by the members of the staff on his retiring from newspaper work to become manager of the Port Moody sawmill. In the absence of Mr. McLagan, who is visiting Ontario and Quebec, J. M. O'Brien occupied the chair.

The election of Robert Holmes, of The Clinton New Era, to the House of Commons as M.P. for West Huron, adds another newspaperman to Parliament. **PRINTER AND PUBLISHER** adds its congratulations to those already extended. D. McGillicuddy, of Goderich, a staunch supporter of Mr. Holmes throughout the contest, is also entitled to a large slice of the credit for success.

Henry Dalby, former editor of The Montreal Star, was presented, February 23, with a gold watch and chain by his co-workers in all branches of the establishment. The presentation was made, on behalf of the staff, by John W. Dafoe, editor of The Weekly Star, who delivered a very able address. He referred to Mr. Dalby's long service of 20 years on the paper, to his kindly and considerate demeanor, and to the share he had had in the remarkable progress of The Star. Mr. Dafoe remarked that the retiring editor would lose none of his many Liberal friends by acceptance of the post of Conservative organizer. In replying, Mr. Dalby said he was aware that, in resigning the editorship of The Star, he was giving up the

blue ribbon of the profession. As to his share in The Star's success, Mr. Hugh Graham had often said that the paper was the product, not of any one man, but a number of men, each in his own sphere of usefulness.

IMPROVEMENTS AND SPECIAL ISSUES.

The following improvements in Ontario printing offices were all supplied by Toronto Type Foundry, Limited, Toronto :

The Brantford Expositor has improved its already large job plant with a new press.

The Millbrook Herald is a new venture. Their plant is complete, with cylinder press.

F. E. Elliott, of Burlington, has moved to Milton, and put in a new cylinder press and plant.

Barclay, Clark & Co., the lithographers, of Toronto, have put in a 50-inch Brown & Carver cutter.

The Mail Job Printing Company, of Toronto, have put in three Gally Universal presses for half-tone printing.

M. J. Dewey, of St. Marys, has put in a good job plant. Mr. Dewey was formerly foreman of the St. Marys Journal.

The Brantford Courier has put in a seven-column quarto Hoe double cylinder of the latest design, and a Brown folder.

The Stratford Beacon has put in a double cylinder and folder for the news-room and a new job cylinder for their job office.

The Copeland-Chatterson Co., of Toronto, have added another Miehle two-revolution press. This makes three in their office. The Copeland-Chatterson Co. have also made large additions to their job type.

The Vancouver Province, which has progressed so well under W. C. Nichol's management, is being enlarged, owing to the pressure of advertising and news matter.

The Toronto Type Foundry's Montreal branch has put in a first-class brass rule manufacturing plant, and will, in the near future, put in a first-class electro and stereotyping foundry.

The Montreal Star is thinking of adding a strong womens' page to its excellent Saturday supplement. It will be conducted on a plan similar to that followed by "Kit" of Mail fame, and will be edited by a clever Canadian girl.

The Renfrew Mercury published, March 3, a handsome edition containing a history of Renfrew Methodism, past and present. There were 11 half-tone illustrations, and all the work in connection with the edition was high class.

The Carleton Place Central Canadian looks handsome in its new seven-column eight-page form, and its live publisher, W. W. Cliff, is to be heartily congratulated. Mr. Cliff is putting in a Northey gasoline engine to provide power.

De Vinne & O'Meara, of St. John's, Nfld., have put in a new Cottrell press, and a "Model" gas engine to meet the requirements of their fast increasing business. They got the machinery from The Toronto Type Foundry Co.'s Halifax branch.

N. F. & V. Guertin, the enterprising printers of Montreal, have ordered from The Toronto Type Foundry Co. a Cottrell two-revolution press of the latest design. This is the second Cottrell that Messrs. Guertin have put in their office during the past two years.

The Winnipeg Free Press issued, March 16, a four-page illustrated supplement, containing half-tone portraits of the

members of the Manitoba Legislature, the Lieutenant-Governor, the Canadian Premier, etc. It was printed on white paper, and exhibited both enterprise and taste.

The Dominion Type Foundry, of Montreal, has sold out to The Toronto Type Foundry Co., Limited, and the plant will be operated by the latter company in future. All orders for sorts for Dominion Type Foundry Co.'s type should be sent to The Toronto Type Foundry Co., Limited, 636 Craig street, Montreal.

In conformity with its excellent habit of making special issues reflect local events, The Brantford Expositor had a special, February 1, with half-tone photographs of the Brantford Board of Trade officers. Mr. Preston evidently believes that these special numbers pay, and they certainly enhance the value and standing of the paper in its readers' eyes.

That publisher John H. Thompson is a careful and competent printer is proved by the altogether pleasing appearance of his paper, The Thorold Post, which he has transformed into a small eight-page five-column issue, all home printed. The Post is now in every respect a model, both in typographical style and contents, showing that the publisher is an editor of discrimination as well. The pica gothic headings look well over the reading matter, and the make-up shows no flaw.

ORIGINALS FOR THE HALF-TONE PROCESS.

Mr. George H. Benedict gives in The Inland Printer some useful notes on the above subject. To obtain the best results, he says, photographs must be toned to a neutral tint, nicely mounted and furnished: sharp in detail and without solid colors or abrupt lights, and shades in the parts that are to be graded. A light background prevents the picture looking flat. The "Aristo" and "Brilliant" albumen are the best. Whatever is to be photographed should be as distinct as possible, and it must never be forgotten that, in the rephotographing through a screen, which is necessary in the process, some of the clearness of the original is lost. This loss is decreased when it is possible to reduce the original only a little, for in that case the lights and shadows of the picture are concentrated more than they were in the original, and the loss is not so apparent. Since the photographs furnished for half-tone illustrations vary from every kind of amateur and professional prints, obtained under every conceivable conditions, they very frequently require a considerable amount of retouching.

It is often the case that there is a need to strengthen the shadows or retouch the high lights. Common instances of this are where light draperies appear in costumes or backgrounds, in which case it is necessary to strengthen the outlines of shadows, so that there will be a distinction between the different parts of the picture in the reproduction. In retouching ordinary photographs, the prints can often be improved by strengthening the high lights in the eyes and other points of the features, and sometimes by drawing a distinct line between portions of the head or costume and the background. While these details may appear indistinctly in the photograph, they will be lacking in the reproduction. In other cases it may be desirable to remove certain portions of the original, or change the picture entirely: in the case of buildings to supply names or remove objectionable points. In a street view, blurs are caused by movement of the figures, or removed by painting in the details of the street or background.

WHAT A WAR DID FOR CIRCULATION.

The Saginaw (Mich.) Evening News adds testimony to that of other daily newspapers, to the effect that, so greatly has the newspaper-reading habit increased in connection with the stirring events of the past year, its circulation has been maintained to date almost on a par with the most exciting war times. The News prints a table comparing February circulation with the last three years. It started the month in 1895 with 6,835, and, thanks to the boom resulting from the Maine disaster, made an average of 7,283 for the month. This year February began with 8,000, and averaged 8,058: so The News management is naturally congratulating itself that it has held and even increased the average which in February, 1898, seemed abnormal. In England a war is also credited with increasing circulations. But in Canada it is doubtful if the increase is more than temporary.

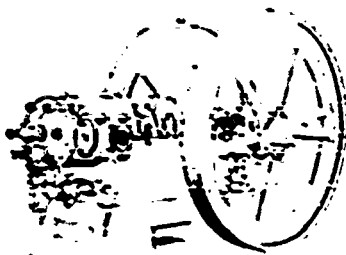
Mayo Whitney, proprietor of The Cumberland, B.C., News, has sold out to Miss Mary E. Bisset.

Charles Creighton, proprietor of The Leamington, Ont., Post, has sold out to Johnson & Wickwire.

A. G. Stewart, publisher of The Teeswater, Ont., News, has sold out to Alexander Butchard, who takes possession on April 1.

"Foreman and Staff Delighted with it."

The Northey Gasoline Engine wins popularity with The Bowmanville Statesman.



Mr. M. A. James, Editor Bowmanville Statesman, writes: "We have been using the 2 H. P. engine bought from you six weeks ago. Our only regret is that we did not throw out the steam engine and substitute this little wonder long ago. We find the 2 H. P. engine ample for running our big Wharfside and No. 3 London presses. It works like a charm, and our foreman and staff are delighted with it. I cannot conceive of anything better for a printing office, as it is always ready, and speed can be got up in from five to ten seconds. The insurance companies have given permission to use the Gasoline Engine without raising the rates. You will be doing the printers of Canada a great service by introducing this power to them.

Mr. James is only one among many newspaper men who have proved the Northey Gasoline Engine to be what we claim for it—the ideal power for the press room. No other power can compare with it for convenience and safety. It embodies all the requisites—easily handled, ready when wanted, inexpensive to run, and absolutely safe. It would pay you to send for booklet and information.

"Built for Hard Work."

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

THE ADVERTISING DEPARTMENT.

NEW CONTRACTS BEING PLACED.



FAIR amount of advertising is being placed this month, and the prospects for more general business during the Spring are excellent. A McKim & Co. are spending about \$15,000 in Toronto, Montreal, Ottawa and Winnipeg dailies for the Kennedy Co., manufacturers of "Semi Ready" clothing. These people intend to do some vigorous advertising, and large orders will be placed with the city dailies. The Slater Shoe Co., whose advertising interests are now being guarded by Mr. Harry Martin, continue to use large spaces in dailies all over the country, and are doing some very bright advertising. J. Marshall, of 209 Commissioner street, Montreal, is getting rates from a number of western dailies, and may do some advertising for a brand of Ceylon tea which he controls. The Dunlop and American tire companies are commencing to run their usual Spring announcements, and should be looked after.

By the way, it is well for publishers to remember that the local millinery openings are approaching, and that a good canvass of the dealers is almost certain to bring extra advertising. The same applies to the men's furnishings stores, which are willing to spend some money on advertising about this time.

WILL CONCENTRATE ON NEWSPAPERS.

An important change has taken place in the advertising department of Bovril, Limited. Mr. Silcox, manager at Montreal, has resigned, and Mr. W. R. Miller, general inspector of branches, has come out from London to take temporary charge.

It is believed that the company's advertising appropriation will be taken out of the hands of The Harvey Advertising Co.

and will be placed either direct or through A. McKim & Co. Latterly, Bovril ads. have been appearing in programmes, books, etc., and large sums of money have been spent without yielding sufficient returns. The new management will confine itself entirely to newspapers—a step in the right direction which will meet with the approval of everyone who understands advertising. Experimenting with schemes is expensive, but it generally shows the advertiser the superiority of the newspaper over all other mediums.

DON'T ACCEPT TRADE OFFERS.

Speaking of the nervy trade offers made to newspapers by some general advertisers, The Fourth Estate says: "These part cash and part advertising propositions are so arranged that the publishers who accept them usually pay the full value of the goods while the firm seeking publicity gets the advertising for nothing.

"Offers of this character will continue to be made as long as editors can be found who will accept them.

"The proper way to treat such propositions is to ignore them entirely. If an editor desires to purchase the article offered he can usually buy it at a less price of his home advertisers and thus save his space for cash customers.

"The papers that are the most successful, even in a limited field, do not accept trade offers. If the seeker of publicity really wants to use the medium he will do so on a cash basis if he is given to understand that that is the only way it can be secured."

These remarks are well timed. In a few weeks bicycle manufacturers will be sending out letters to local publishers offering wheels for so much cash and so much advertising. The rates allowed for the advertising are ridiculously low, and the price charged for the bicycle is usually more than its fair market

Envelopes

We are making envelopes to match all our regular lines of paper, which we are offering at close prices.

We can also supply tinted office stationery with envelopes to match. Printers will find it good business to get customers using special tints--it brings repeat orders.

Yours truly,

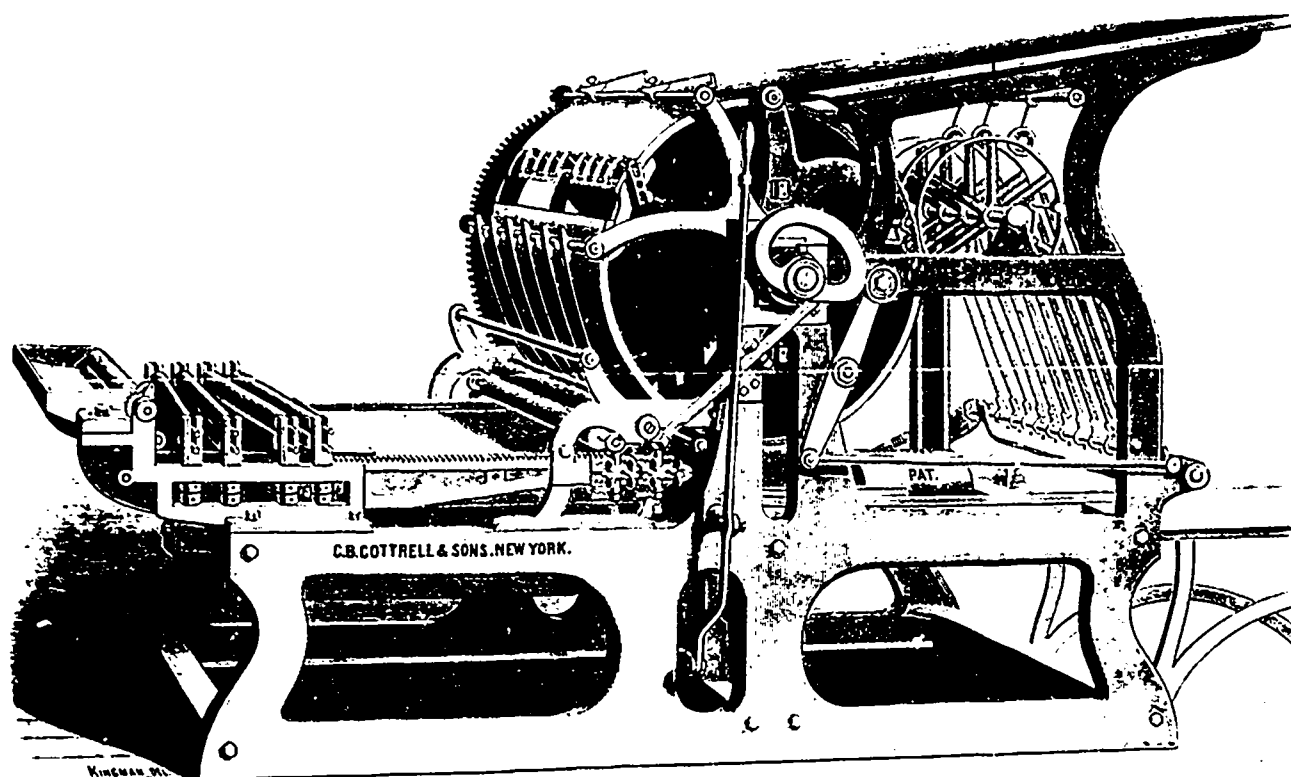
CANADA PAPER CO., Limited.

J. Campbell

Manager.

Prompt shipment and careful attention to
LETTER ORDERS.

The King of Country Presses.



The "Triumph" Country Two-Roller Press.

NEW SERIES.

WITH TWO ROLLERS COVERING FORM.

The illustration on this page shows our latest improved "Triumph" Press—New Series. It is adapted to printing newspapers, posters, pamphlets, circulars, and all classes of commercial work.

The press is supplied with our Patent Air-Springs, the resistance of which is increased or decreased according to the speed of the press. It is well known that the faster the speed the greater strength of spring is required; our Patent Air-Spring covers these requirements. If the press is running at five hundred per hour, the spring can be easily regulated for that speed; and if running at fifteen hundred per hour, the proportionate increase of spring can be obtained, and so up to the highest speed of which the press is capable.

Our Air-Spring is provided with an automatic throw-off that releases the pressure when the press is stopped, and the pressman can move the bed to and fro without compressing the spring; when the press is started the spring is applied automatically.

Our Patent Hinged Roller Frame permits the form rollers being instantly uncovered for removal or other purpose without unscrewing the sockets. The rollers can be taken out and put back without changing their set. The well fountain is used, being easily regulated and cleaned. It is set high, giving easy access to the form.

The distribution is ample; two three-inch rollers cover a full form.

The bed has four supports while under the impression. This is important, as a clear, even impression can be taken without over-laying the form. The shoes, tracks, and rollers are of hard steel. The gearing is accurately cut, which, together with registering rack and segment, insures perfect register. The fly is balanced, laying the sheet gently on the pile table.

The whole machine is substantially built, simple in construction; can be set up and run by any printer, and, by the aid of our Patent Air-Springs, will run at a high speed—1,500 an hour is always possible with perfect ease.

It will do all the work of an ordinary printing office, and for newspapers of growing circulation this is the best low priced press in the world.

This is a very easy running machine and is fitted to run by hand power when desired. The press has tapeless delivery.

Size of Machine, 5. Size of Bed Inside of Bearers, 33 x 47 inches. Size of Form Covered by Two Rollers, 28 x 43 inches.
Price, \$1,300, subject to discount.

The price includes rubber blanket, wrenches, 2 sets composition roller stocks, roller molds, boxing and shipping f.o.b. cars Toronto

ADDRESS
C. B. COTTRELL & SONS CO.
Times Building, NEW YORK,

or TORONTO TYPE FOUNDRY CO., Limited, TORONTO
Sole Agents for Canada.

value, so that it is difficult to see what there is in it for the newspapermen. There is not the slightest doubt, however, that a number of publishers will be foolish enough to accept the offer. As the cash part of the deal amounts to about the ordinary manufacturers' price of a wheel the advertising is so much clear gain to the bicycle makers.

THE CANVASSER'S APPEARANCE

Did it ever strike you that advertising solicitors, as a class, do not pay sufficient attention to their dress and personal appearance? They deal with the best class of business men, and are anxious to make a favorable impression. Yet, many solicitors are slovenly and remarkably careless of the little niceties of the toilet which make such a difference in one's appearance. Many men notice these things, and are set against a canvasser who is untidy and unshaved. They don't care to have those kind of people calling upon them, and are likely to give the cold shoulder to a paper whose representative looks as if he would be the better of a visit to the hair-dresser and the Turkish bath. Commercial travelers are generally patterns of neatness, because they know that a prospective customer is always more inclined to listen to a well-groomed man than to a shabby or slouchy individual.

The majority of business men, especially those well on in life, harbor an idea that advertising men are a shady lot anyway, and the appearance and behavior of the men who are sometimes sent out by papers of good repute only accentuate it. The writer once saw the solicitor of a well-known daily in Eastern Canada enter the private office of a large wholesale dry goods merchant with his hat tilted back and a quid of tobacco in his mouth. No wonder that, in some offices, you have only to say you are an advertising agent to be shown the door. These remarks may seem like unkind strictures upon the ad. hustlers, but they are strictly true, and if you don't believe them, just keep your eyes open, and see for yourself.

THE SPHINX CLUB.

The Sphinx Club of New York, a successful organization of advertising men for social intercourse and the interchange of ideas, has issued a pamphlet, prepared with much artistic taste. The booklet contains the history of the club, which was founded in July, 1896, and has since flourished. The secretaryship from the start has been in the capable hands of Mr. F. James Gibson, the Canadian who has made a success as an advertising writer and business manager in New York, and who has still a warm corner in his heart for his native country. The officers of the club for 1898-9 are: Artemas Ward, president; Geo. P. Rowell, vice-president; W. W. Hallock, treasurer; F. Gibson, secretary. The secretary's address is 134 East 16th street, New York City, and I have no doubt he would send to anyone interested a copy of the booklet, which is a first-class specimen of up-to-date New York printing.

NOTES.

A. P. Tippet, 8 Place Royale, Montreal, is placing some advertising in dailies and class papers through A. McKim & Co.

The disastrous Greenshields and McIntyre fires in Montreal netted a nice profit to the newspapers. Underwriters' sales of the damaged stock have been advertised in dailies and trade papers to the tune of about \$2,000.

THE BANQUET REFORM.

A.H.U.C. (initials of a well-known writer), suggests in The Canadian Printer and Publisher, the abolition, or rather, the reform, not of the Senate, but of the Press Association's annual banquet. A.H.U.C. thinks a simple dinner of a few courses, beginning at 6 o'clock and ended early, would be better every way than conforming to the present stale, flat and unprofitable fashion. I think so, too. Among the asininites of the nineteenth century that ought to be reformed, if not abolished, is that of banquets beginning late at night and not ending until next morning.—London Advertiser.

THE MIEHLE PRESS.

The makers of the Miehle press are now turning out a press a day, and are practically shipping their presses all over the world where good printing is done. Lately, a two-roller Miehle has been put in the office of The Copeland-Chatterson Co., Toronto, and the art printers of Toronto, The Miln-Bingham Co., have placed their order for a four-roller Miehle, which is being fitted with both the sheet and front fly deliveries. The Miln-Bingham Co., after using several makes of presses, have come to the conclusion that the Miehle is the one press capable of doing the finest art printing.

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

PRINTER AND PUBLISHER WANT COLUMN.

WANTED—A good live man as a solicitor for one of the finest Lithograph Houses in Canada, one who has had some experience in the lithographing and printing business, must be well acquainted with Montreal and locality thereabouts. A good opening for the right man. Apply at Montreal Herald Office.

APPRENTICES WANTED—Two or three good smart boys to learn job printing. Apply Montreal Herald Job Department.

WANTED—Two good subscription canvassers for a few months. Apply, stating experience and giving references, Box E, Montreal Herald Office.

WANTED—Energetic young man, as reporter, canvasser, collector, etc., for country newspaper; permanent position to suitable person. Apply N. P. W., Winnipeg, Free Press Office.

WANTED—A competent Proofreader for an Evening Daily Newspaper; a Compositor preferred. Address P.O. Box 240, Montreal.

NEWSPAPER FOR SALE—The Wingham Journal (independent) is offered at a bargain.

THE PORT PERRY STANDARD NEWSPAPER FOR SALE—As the manager is about to leave for the States, and the undersigned proprietor finds it impossible to attend to two newspapers. Write S. M. Newton, Gazette, Whitby.

ADVERTISING AGENT WANTED—For an influential weekly religious paper; must be experienced, good address, gentlemanly and energetic. Apply, with references, Box 514, Toronto Telegram.

WANTED—A favorable opportunity is open for a gentleman to take active and intelligent part in the conduct of a business man's newspaper, now in its twelfth year of publication; investment necessary, \$2,000 to \$3,000. Address, N. 181, Montreal Star Office.

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

The Detective and Confidential Agency.

Room 12, James Building,

75 Yonge Street, - TORONTO.

Investigate all matters in secrecy—Burglary, Robberies, Fires, Embezzlements; Lost friends Located; Legal and Private Reports; Movements of Employes or Friends.

The name

E. B. EDDY

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Tubs, Pails

"TELEGRAPH"
"Tiger"
Matches

**INDURATED
FIBREWARE**

"VICTORIA"
Parlors
"EAGLE"

Washboards
Etc.

sufficient
guarantee for the
quality of our Wares.

In addition to the foregoing, we manufacture, and are in a position to supply in any quantity.

Woodenware, Washboards,
Antiseptic Ware

and all kinds of

Paper, Paper Bags
and Paper Products

The E. B. EDDY CO., Limited

Hull, Montreal, Toronto.

PAPER AND PULP DEPARTMENT.

JOB AND NEWS PAPER.

Specially written for PRINTER AND PUBLISHER by an Authority on Paper

IN buying news paper most printers are guided by only one consideration—price. For a weekly paper it is, perhaps, doubtful if this is wise, though in these days of large papers price must be considered. On the other hand, there are some attributes that in a weekly paper should not be overlooked. In the first place the paper should always have sufficient strength to stand a good deal of handling, and, as paper is now so cheap, this is perhaps best gained by having the paper of ample weight. A good many papers during the past year have increased the weight of their papers from 2 to 10 per cent. The color is of considerable importance, chiefly in the way of keeping the appearance of the paper uniform. A bluish white has been in demand, but quite a number of journals are now calling for a cream shade, such as is used in some of the United States dailies.

In deciding where to buy, the "bulk" of the paper should never be overlooked. The output of the different mills varies astonishingly in this respect, sometimes as much as 10 per cent. It is obvious, therefore, if a sheet from one mill of 45 lb. to the ream is as thick as one of 50 lb. from another, the first is 10 per cent. cheaper than the less bulky one at the same price per lb. This is well understood on the other side of the Atlantic, where some mills command an extra price for their output solely on this account. It is a question just what amount of finish is best for a news paper, but, owing to the tendency to smudge and the trying effect on the eyes of small type on a shiny sheet, most of the particular publishers do not want much finish on their paper; if printed dry, as most papers now are, the best effect is obtained on a sheet not too smooth.

In jobbing papers, it probably pays best to stick to a few lines of regular sizes and to try and work all jobs on them. For bills, the cost of the paper is small, and a fair weight, say, double demy, 32 lb., makes a good stock, though many are using 36 and 40. Use a strong paper, not too smooth.

For circulars, etc., it is probably best to use one of the many cheap writings now in the market in 17 x 22, a size always in demand, that seem to cut to advantage for almost anything.

In buying writing paper, especially for office stationery, etc., it is unquestionably best to buy only regular lines of water-marked papers, which can be repeated whenever required. Nothing is more annoying than to receive repeat orders and find the paper used last time cannot be again obtained. Even if a better paper be substituted, the customer is apt to consider he is not being rightly used, and, if new samples have to be submitted, valuable time is lost, and one's hold on the customer weakened. Job lots don't tend to build up a permanent business; regular lines do.

In choosing "flats," the qualities to be considered are color, finish, strength, cleanliness and bulk—don't forget the bulk, if you desire to buy economically. Color and finish are, of course, first apparent, and are the chief considerations in cheap papers, firmness of body, strength and cleanliness coming in with increased price.

In bond papers, strength is paramount, and a fairly-smooth

paper is now displacing the rougher surface generally known as "bond finish." Bond papers used to be preferred of a creamy cast, but the bluish-white now has the call.

To sum up, limit your stock to as few lines as possible, and have them of good quality; choose your lines carefully and stick to them, and when you buy an 18-lb. paper see that it is as thick as any 18-lb. paper of that particular quality that you can get.

PAPYRUS.

PULP BARGAIN IN NOVA SCOTIA.

Attorney-General Longley laid before the Nova Scotia Legislature an agreement entered into on the first of last month, by which Her Majesty the Queen grants a lease for 30 years of two immense tracts of Crown lands in Victoria and Inverness counties, C.B., comprising altogether nearly 1,000 square miles, to three American capitalists, Edward L. Sanborn and Robert R. Blodgett, of Boston, Mass., and Daniel F. Emery, jr., of Portland, Maine. The lands are leased for the purpose of converting the timber thereon into pulp and paper, and the lessees must have two such mills in operation within the period of two years, and have expended at least \$10,000 in the operation of the business for which the lease is granted. The lessees agree to pay the Government of Nova Scotia \$6,000 per year, and to do all their manufacturing within the Province of Nova Scotia. One provision of the agreement prohibits the transfer of the lease to any person or corporation except The North American Paper and Pulp Company, Limited, without the consent of the Attorney-General of Nova Scotia. The Government reserves the customary mining rights over all the property granted, but agrees to sell the land or any portion thereof to the lessees, for the purpose set forth, at 40c. per acre, the prevailing price of Crown lands in Nova Scotia. If the terms of the agreement are fulfilled, as regards the erection of pulp or paper mills, and the same are operated through the stipulated period, the lessees may obtain a renewal of the grant for a further term of thirty years at \$6,000 per year.

CANADA PAPER COMPANY.

The annual general meeting of the Canada Paper Company was held at the offices of the company in Montreal. The statement of the year's business and report for 1898 were submitted and found very satisfactory. The following gentlemen were unanimously reelected directors for the current year: Messrs. John MacFarlane, Andrew Allan, Hugh McLennan, H. Montagu Allan, Hugh A. Allan, W. D. Gillean and Chas. R. Hosmer. At a subsequent meeting of the board of directors, Mr. John MacFarlane was elected president; Mr. Andrew Allan, vice-president; Mr. W. D. Gillean, assistant managing director, and Mr. John G. Young, secretary-treasurer.

GOVERNMENT DISTRIBUTION OF NEWSPAPERS.

German papermakers are up in arms against the proposal of the Government to control the distribution department of the various newspapers in Germany. The idea is to receive subscriptions at the post office and to work the machinery of distribution from there. Papermakers object to the suggested charge of about 1d. for each 2¼ lb. weight of printed matter despatched, fearing that newspaper proprietors will favor the thinnest sheet, and so reduce the weight of paper required. According to one authority there is likely to be a decrease in the demand of about 10,000 tons per annum.

EGYPTIAN ORNAMENTS

THE simplicity of these Ornaments is at once apparent. Artistic effects are quickly produced with the aid of these Ornaments and two-point full-face Brass Rule

<p>SERIES A</p> <p>PER POINT \$2.50 HALF POINT 1.25</p>	<p>SERIES B</p> <p>PER POINT \$2.50 HALF POINT 1.25</p>	<p>SERIES C</p> <p>PER POINT \$2.50 HALF POINT 1.25</p>	<p>MIDGET TAIL PIECES</p> <p>PER POINT (containing three of each character) \$1.25</p>
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SATANICK OPEN

PATENT PENDING

4 A 5 a \$17.00

72 POINT

Satanick 8

4 A 5 a \$12.25

60 POINT

Land 3 Mark

4 A 5 a \$10.25

54 POINT

6 Dead Soldier

4 A 5 a \$7.75

48 POINT

friends 7 Grave

4 A 5 a \$5.50

36 POINT

Cunard & Stuart \$2

6 A 15 a \$4.50

24 POINT

Patriotism | Railway 58 Coach

TORONTO TYPE FOUNDRY COMPANY, Limited, 44 Bay Street, Toronto, General Agents for Canada.
BRANCHES at Halifax, Montreal, Winnipeg, Vancouver.

BRADLEY EXTENDED

10 POINT

15 A 4B a \$3 50
Philadelphia, March 29th, 1898.

Gentlemen:

Our salesman, Mr. John Young, will call on your firm on or about the first of next month with a full line of goods for the Fall and Winter Trade. We have added a fine line of inexpensive Parisian Novelties of which we will mail you a few samples. Thanking you heartily for past favors, and hoping for a continuance of the same, we remain,

Yours truly,

Martin Rober & Co.

6 POINT

I met him in the cars,
Where resignedly he sat;
His hair was full of dust,
And so was his cravat;
He was furthermore embellished
By a ticket in his hat.

The conductor touched his arm,
And awoke him from a nap;
When he gave the feeding files
An admonitory slap,
And his ticket to the man
In the yellow-lettered cap.

20 A 60 a \$3 00

The heads of many men
Were bobbing as in sleep,
And many babies lifted
Their voices up to weep;
While the coal-dust darkly fell
On bonnets in a heap.

All the while the swaying cars
Kept rumbling o'er the rail,
And the frequent whistle sent
Shrieks of anguish to the gale,
And the cinders pattered down
On the grimy floor like hail.

8 POINT

Office of
Washington Excursion Bureau,
No. 47 First Avenue.

16 A 50 a \$3 25

January 21st, 1901.

In obedience to the wishes of our many patrons and the general public, a Chaperone will accompany each one of our Personally Conducted Summer Tours during the forthcoming season. This new innovation will be highly appreciated by parents desiring to send young children. For detailed account of trips, rate of fare, and other useful information, write to

William Valentine Brown,
General manager.

TORONTO TYPE FOUNDRY COMPANY, Limited, 44 Bay Street, Toronto, (General Agents for Canada).
BRANCHES at Halifax, Montreal, Winnipeg, Vancouver.

BRADLEY EXTENDED

16 POINT

10 A 28 a \$5 00
The rich soil and climate of the State of California are notably adapted to the cultivation of the grape. The delicious richness and flavor of California grapes nothing of the fruit kind equals. They grow to a large size in the vineyards and bring \$12

12 POINT

Sweet is the pleasure
Itself cannot spoil!
Is not true leisure
One with true toil?

14 A 42 a \$4 00

15 POINT

12 A 36 a \$4 50
The cactus plant grows quickly in this section, and is used for hedging in all places making an impervious barrier against man and beast. The stalks of some of the plants and shrubs are of the thickness of a man's body and grow to the height of sixteen feet. One of the most serviceable and highly useful plants of California is the soap plant. The 3156

Rest is not quitting
The busy career;
Rest is the fitting
Of self to its sphere.

BRADLEY EXTENDED

30 POINT

4A 10 1/2 \$6.50

**Timely Hints often
Make Fortunes for
Shrewd Negotiator**

30 POINT

5A 12 1/2 \$6.00

**National Achievement
of Diplomats in recent
years Illuminates our
History with Ambition**

24 POINT

6A 16 1/2 \$5.50

**The Predominant Ideas of
Modern Acquirement are
both Useful and Expedient
to the Oriental Inhabitants**

BRADLEY EXTENDED

60 POINT

3A 4 1/2 \$10.50

**Spend your
Bank Notes
in Pleasure**

48 POINT

3A 6 1/2 \$8.50

**Nothing would
Satisfy People
so Much as to
know a Friend**

TORONTO TYPE FOUNDRY COMPANY, Limited, 44 Bay Street, Toronto, General Agents for Canada.
BRANCHES at Halifax, Montreal, Winnipeg, Vancouver

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8A 10s \$4.00

ORDER DECEMBER NUMBER
at seaside or inland agencies,
sample copies on demand

18 POINT

10A 16s \$3.25

EIGHT HUNDRED PAGES OF HUMOR
and jokes made extremely ridiculous
by scores of speaking pictures, with
introductory excuses by the authors

12 POINT

16A 20s \$3.00

MOST CONSPICUOUS AMONG WHICH ARE DOOLEY
that authentic, picturesque and realistic delineator of
things that his friend, Mac, might have done if he was
him, and two other gentlemen of national reputation,
who have proven alibis just as our forms go to press

10 POINT

20A 26s \$3.75

DEMARKABLY INTERESTING FROM COVER TO THE FINIS VIGNETTE
adorning the lower section of the last page. Don't miss this edition de
luxe. If you cannot spare the trifling sum we value it at, the money is
easily procurable in several ways, the surest of which is perhaps the
endless chain. If you start one, have all letters addressed to us

1 2 3 4 5 6 7 8 9 0

ARLINGTON SERIES

48 POINT

4A 5s \$7.75

HOME SONGS
in autumn time
after the sun is

36 POINT

5A 8s \$5.00

OVER THE BRIDGE
near the pasture on
uncle John's farm

30 POINT

6A 9s \$5.00

DICKIE BIRDS SINGING
their tuneful notes over
forest and meadows

TORONTO TYPE FOUNDRY COMPANY, Limited, 44 Bay Street, Toronto, General Agents for Canada.
BRANCHES at Halifax, Montreal, Winnipeg, Vancouver.

Pages Missing