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THE CANADIAN PRINTER & PUBLISHER

VOL. VII.—No. 1.

TORONTO, JANUARY, 1898.

\$2.00 PER YEAR.

Everything for the Printer

DON'T FAIL

When wanting Printing Machinery of any kind, new or second-hand, to get our prices before buying. Our reputation for square dealing is your guarantee that our goods and prices are right. We deal only in the best Machinery, Type and Supplies, and our prices are at least as low as are often charged for inferior articles.

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The Largest and Most Complete Printers' Supply House in Canada.

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Made out of these well known Papers
carried in stock.

Special Patterns Ruled to Order.

PRINTERS' SUPPLIES A Specialty . . .

Correspondence Solicited.

Samples forwarded on application.

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Manufacturing and
Importing
Wholesale Stationers.

TORONTO.

Printer and Publisher.

VOL. VII—No. 1

TORONTO, JANUARY, 1898.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LIMITED.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

No. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

President,
J. B. MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

THE WEEKLY PRESS.

GOOD NEWS HIDDEN.

WHY do some papers crowd the births, deaths and marriages into a corner? These notices are first-class news, even when they relate to persons about whom nothing can be said in the regular news columns. It is a column which ought to be prominent and as far as possible in the same place every issue. Half the success of live news editors is in their display of news. But that does not imply that matter is to be changed about every issue without regard to the conservative tendencies of the average reader who never likes change for change's sake. You can afford to displace a regular department on the first page if you have something really startling to put in its place. But a certain consistency in the arrangement of news is a necessary feature of any paper that goes to the home, as a weekly does. A daily with a street sale works on different lines with success. The births, deaths and marriages always make interesting reading and to size them up somewhere with small ads. is not the best policy.

AN INSOLVENCY LAW.

The press are being asked to advocate an insolvency law in order to save Canada's commercial reputation in Britain, where business men think badly of us just now in this respect. The local merchants should be consulted on this question, for it is certain to come up at the approaching session of Parliament. Some of them oppose a law. Their reasons for doing so might be ascertained, as these objections could be met in the framing of the Act. If any merchant objects to having his views printed, it might be pointed out to him that all the merchants are being interviewed and the omission of one or two from the list would appear strange. It is certainly in the interest of the press that they should advocate the passage of a Dominion law on this

subject, as advertising from British is hard to get as long as British houses feel that there is no certainty of collecting debts for goods sold in Canada.

LOCAL NEWS IN BLUE BOOKS.

The Parliamentary Blue Books will be coming to hand shortly. The weekly papers get them, but some seldom make any use of them. There is often a good item hidden away in the pages. The summaries that appear in the daily papers are of a general character and never go into matters of strictly local concern. Remember that Blue Books are rarely seen by the general public, and that official information, unless printed, is apt to be left unnoticed. There is hardly an official report that does not contain something which can be worked up into readable items for the locality to which a weekly paper caters.

THE VALUE OF ADVERTISING.

During Christmas week one of our merchants, says the Orillia Packet, received direct evidence of the indirect value of advertising. He had for several years past made a practice of holding Christmas sales and advertising them pretty extensively. This year, however, he did not do so. But a gentleman who had come to town from the north walked in one day and said: "You hold special Christmas sales, don't you?" "Well, we have," replied the merchant. "Where did you hear of it, may I ask?" "Oh, I don't know about this year," said the visitor, "but for the last two years I have noticed that you have advertised special reductions at Christmas. I did not want what you were advertising then, but I do now." And the merchant made a good sale. "Now, that is a case," said the delighted advertiser to a Packet reporter, "where I have direct proof that my advertising, though it did not bring me this customer at the time, made such an impression that when he did want something in my line, though it was a year after, he came to me. And for a case of the kind that I hear of I calculate that there must be many who never mention where they have learned of my business. This is in addition to the direct and immediate returns from the advertising, which were very satisfactory."

THE CAMPAIGN AND ITS PROFITS.

A newspaper man said to PRINTER AND PUBLISHER the other day that if there was a contest in his county at the approaching Ontario elections it would bring \$300 in printing and advertising to the office. If an acclamation, the office would be that much the poorer. Another weekly publisher who was present said he wished he could reap that amount out of a

contest, and did not see how it could be done. Probably it all depends on how you conduct your office. If the local weekly is the obedient slave of the politicians, the editor will tumble over himself to print their effusions free. If he looks upon his advertising columns as a business department, quite distinct from his editorial opinions, he will have no hesitation in gathering in all the business possible. The candidate's address, his card, and some bills are usually paid for. Sometimes the addresses are not, in which case the publisher should canvas for them. A paper supporting the Government ought also to get a share of all the Government printing that is going, such as nomination posters, abstract of the election law, ballot papers, etc., which are usually at the disposal of the returning officer. A well-conducted weekly of influence should also be able to get the addresses of both candidates, since candidates are not seeking votes from one side only.

COUNTRY ADVERTISING.

After a careful study of the matter, writes C. H. Loomis, in *Profitable Advertising*, embracing years of practical experience, the writer has come to the conclusion that rural newspaper men (speaking as a class) are alone responsible for the existing state of affairs between themselves and the rural merchants from whom they are supposed to draw the bulk of their advertising patronage. It is most decidedly the duty of the rural newspaper man to educate the rural merchant in the way he should go, and he has grievously neglected his obligations to himself in failing to do so.

We will suppose in advance that the newspaper man has a fair amount of brains and can write good, catchy ads. (He has no business in the business unless so equipped, although given the former he can acquire the latter.) Well, what has he been doing? Easy enough to ascertain by a perusal of the pages of his paper, you say. Yes, and as we look them over we find that about one out of every ten or twenty or thirty, as the case may be, of the business men of the town carries advertising space. The business men have been neglected by the newspaper man, and they in turn have neglected him. The few ads. which catch our eye amid the column of "miscellany" put in to fill up, have a time-worn and frayed appearance, the type in most of them being quite fit for the "hell box." The spaces are small and the reading matter in them seldom changed. Whatever the price is—providing always that it be small—the advertiser (?) pays it in quarterly instalments (or possibly not so often), considering it distinctly as a donation, and that his duty as a Christian toward the newspaper mendicant has been fulfilled. To be sure there are exceptions to the rule, but it is not of the exceptions that we speak.

The above-described conditions are radically wrong, and it lies with the newspaper man to remedy them. Instead of sitting in his office and receiving the small favors grudgingly doled out to him or chucked at him like a bone to a dog, he should take off his coat, and by every method known to science and the arts strive to convince the advertiser that advertising, properly conducted, is a Klondyke gold mine, for such in truth it is. Visit the advertiser each week—or at any rate, every other week—and make him change his ad. See to it that he advertises seasonable goods, and as many "bargains" as possible. Write his ads. for him and give him every helpful suggestion of which you can think in regard to the best way of

bringing people in to buy his goods. See that the ads. are set up and displayed in proper manner, and, in sum total, take an interest in his business. Follow this plan for a time and the advertiser will eventually come to see that he is actually deriving a benefit in dollars and cents from his advertising. Then he will increase his space in the regular issue, patronize special editions, be willing to pay a fair price, and gradually the dissimilarity between the city advertiser and the rural advertiser will disappear. And not only the rural advertiser is benefited, but the rural newspaper man reaps the reward of his own endeavors.

A MUCH NEEDED LESSON.

The London Times has just taught an enterprising company a lesson in a court of law. The company sent an advertisement eulogizing their wares for insertion in The Times, and a few days after sent an advertisement to a financial newspaper in which extracts from the advertisement published in The Times were set out as if they expressed The Times' opinion. The Times promptly applied for and obtained an ex parte injunction against the defendants, and when the matter came before Justice Stirling, the defendants gave a perpetual undertaking not to publish any advertisements in such a manner as to represent them as the opinion of The Times. At the same time counsel for the defendants stated that they had not authorized these advertisements complained of and expressed a sense of impropriety of what had been done in their name. In recent years vendors of certain commodities, especially patent medicines, have repeatedly quoted as expressions of the opinions of newspapers that are simply advertisements drawn up by the vendors themselves.

This sort of thing is becoming very common in Canada in connection with patent medicine ads., and the publishers should unite to stop it.

THE VICTORIA LIBEL SUIT.

At Victoria, B.C., January 8, Mr. W. C. Nichol, of The Province, was committed on the charge of criminal libel of Premier Turner and Mr. Pooley. The case against Mr. Bostock, who owns two-thirds of the paper, as was brought out in evidence, was then taken up. There were some lively tilts between the counsel. Mr. Joseph Martin, who appeared for Mr. Bostock, having been overruled by the magistrate several times, finally rose and said that in justice to his client he could no longer act for him in a court where his interests were not protected and where the ordinary rules of evidence recognized in Superior courts had been persistently disregarded. His repeated protests having been ignored, the only course open to him was to throw up his brief, which he did.

NEWSPAPER PORTRAITS.

Chairman Hicks, of the House Committee on Patents, at Washington, has introduced three bills proposing important changes as to patents and copyrights. One of these is of special interest to newspaper publishers, and was introduced after conferences between Mr. Hicks and the American Newspaper Publishers' Association. It amends the copyright law so that the line production in a daily newspaper of photographs, other than those relating to fine arts, shall not be a violation of the laws.

A NEW MAN AT THE "MAIL."

THE Toronto Mail and Empire has a new news editor. His name is Walter J. Wilkinson. Mr. Wilkinson is one of those fortunate men who has been trained in every department of newspaper work, having began his career at the case. His father is Mr. Jonathan Wilkinson, proprietor of The St. Thomas Times. It was when his father was publishing The Advertiser that "Walley," as his friends called him, began, between school hours, to learn to "pick" type. In 1871 Mr. Jonathan Wilkinson removed to Hamilton, where he started The Standard, the first one-cent morning paper published in Canada, and here "Walley" got still deeper into the mysteries of typesetting, and when two or three years later his father started The Daily Times in St. Thomas, he could boast of being a pretty good compositor. In 1878 the subject of this sketch became city editor of The St. Thomas Times, which position he held till 1890, when he came to Toronto and joined The World's reportorial staff. Subsequently on that paper he occupied the positions of commercial editor, night editor and news editor, leaving The World in October, 1896, to fill a similar position on The Toronto News. He severed his connection with The News a couple of weeks ago to accept the position he now holds on The Mail and Empire.

Mr. Wilkinson's most striking newspaper qualities are a keen nose for news and a penchant for hard work.

W. L. E.

LEAVING OUT NAMES BY REQUEST.

The London News announces that it will no longer keep the names of male transgressors out of the paper. The editor has reached this conclusion for several reasons. One is that recently an understanding that the local press would suppress the names of certain delinquents was not kept. The News continues:

"Again, publicity is a deterrent. Some time ago a well-known clerk went wrong and the whole affair was hushed up. That was a mistake. Had it come out and an example been made of the young fellow it would have been money in the London merchants' pockets and saved the disgrace of others in the future. If men can do wrong and escape the consequences, wrong will continue to be done. Publicity is a great purifier and deterrent. No one ever comes to plead for the poor devil who is without money or position, but so soon as a well-to-do man transgresses the law pressure is brought to bear on the papers to keep it quiet. Fair play demands that all should be given or all suppressed."

It seems impossible to lay down a rule in this matter. Each case must be dealt with on its merits. The editor has great power, by means of publicity, to blast happiness, to punish wrongdoing, to correct some of the evils of society. He

is really a judge, often with greater influence than the regular judiciary. His decisions to print or not to print will fix, in large measure, his capacity as a journalist.

AN IMPORTANT POINT.

A SECTION OF THE CRIMINAL CODE CALLED IN TO HAMPER THE PRESS IN LIBEL ACTIONS.

The committal of Mr. Bostock, M.P., Mr. W. C. Nichol and Mr. I. Coltart on charges of criminal libel at Victoria has been recorded in the press all over Canada. But one phase of the matter has been overlooked. When the case against Mr. Nichol was heard, the prosecutors, Premier Turner and Hon. C. E. Pooley, refrained from calling themselves as witnesses (as they were legally entitled to do), so Mr. Nichol's counsel resolved to call them as witnesses for the defence and endeavor to justify the alleged libel. Their counsel, however, objected, and the magistrate sustained his objection. Practically, therefore, The Province (and naturally other papers) are precluded from discussing freely the connection of the British Columbia Premier and another Cabinet Minister with mining companies. This, although a general election is now at hand.

This clause of the Criminal Code and the use now made of it, should be made a subject of discussion at the coming meeting of the Canadian Press Association. The Province of Jan. 15 has a most temperate and able article on the subject. Sir John Thompson, the framer of the Criminal Code, did not provide this clause for use against the press, and said so in Parliament. Yet it is being so employed, and the press of Canada have a vital interest in investigating the matter and securing a remedy. It may be said that actions for criminal libel are uncommon. If a criminal action is found to be the easiest way of gagging criticism they will become common.



W. J. Wilkinson, News Editor of The Mail and Empire.

A PRACTICAL PRINTER'S TESTIMONY.

"Fine Printing" was the title of a paper recently read before the New York Library Club, by Theo. I. De Vinne. "The best printing," said he, "does not obtrude the personality of the printer. Men buy books to get the thoughts of the author, not for illustrations, fancy letterings, and many-colored inks. That is the one idea the printer should always have before him. He should use the best types, inks, paper and presswork, in this secondary work, but should never set out to make it primary in any sense." After speaking of the way in which plain letters had been distorted and otherwise misused, in an endeavor to make ornamental letters, Mr. De Vinne said dry paper printing had injured really good work. "In former days printers used to wet their paper, but that has been almost abandoned since some man discovered that a glossed paper could be used almost as smooth as glass."

SPECIAL EDITIONS AND SPECIAL MENTION.

THE issue of *The Renfrew Mercury*, on January 14, was a first-class sample of the up-to-date country weekly. On the front page is a half-tone photogravure of a number of the young people of Renfrew, who took part in a fan drill in the town. On the seventh page are engravings of a new Presbyterian church lately built in Arnprior, and of the first and present pastors of that church, accompanied by sketches of the history of the church and its pastors. On the first, second and fourth pages are crisp, well-written news notes of local and county interest. The reading and advertising matter are printed in a good, clear and attractive style throughout.

The *Vancouver World* has issued a holiday Klondyke edition, which is highly spoken of. We have not seen a copy.

Two specimens on Deckle edge paper by Warwick Bros. & Rutter, Toronto, are worth a note. One on olive green in black and scarlet sets forth the taste and facilities of the establishment for the printing and binding of books. No better vouchment is needed than this beautifully conceived little circular. The other specimen is a reprint of a dialect poem, "Twainty Years Ago," delivered at a recent Toronto banquet. There are nine four-line stanzas. The number of each stanza and the poem's title are in red—a dainty piece of work, indeed.

The *Maritime Merchant*, the excellent commercial paper published fortnightly in Halifax, issued a special number in the last week of December, which was highly creditable to the publisher, Mr. I. C. Stewart. It was printed in green and red ink, and was well illustrated with photographs and cuts. The reading matter showed much special knowledge and good editing.

The *Montreal Gazette* has got out its annual almanac for 1898. As a political manual for Conservatives the almanac is doubtless much prized, though we see no particular benefit which a newspaper reaps from going into the almanac business.

John W. Eedy, of *The St. Mary's Journal*, sent out New Year's greetings in the shape of a tiny booklet, printed in colors, and nicely conceived in every particular.

In December *The Orillia Times* produced a pictorial souvenir of Orillia. The half-tone illustrations of buildings, views of the town and photographs are all compactly placed together with considerable taste and skill. The name Orillia is embossed in red letters on a buff paper cover. The press work is well done.

The *Parry Sound Star's* Christmas edition showed a great deal of illustration work and special writing, involving, one feels sure, much forethought and labor. The issue contained 16 pages.

When the flourishing daily of the smaller cities gets out a weekly it is apt to be very strong in several departments. The weekly edition of *The Stratford Herald*, for instance, is full of good news and general reading. The contents are classified and the pages well made up. There are, in the issue of January

12, about 52 columns of reading matter, a great deal of it paragraphed, and all properly displayed. The publisher is entitled to much praise.

Recently *The Shelburne Economist* had an 8-page illustrated supplement on toned paper, dealing principally with the history of Melancthon Township. The photos are very numerous and well printed, and the biographical and other data strikes us as a distinctly good piece of work.

The *Waterford Star's* Christmas number was favorably referred to in one or two exchanges, but no copy reached *PRINTER AND PUBLISHER*.

The *Arnprior Chronicle* office has printed a bill head which indicates a good deal of care. The design is unique, and shows that Mr. Jeffery's office is well prepared to do work of this kind.

The *Brantford Expositor* issued a four-page illustrated supplement in connection with the Y.M.C.A. meeting. The portraits and reading matter must interest all the friends of the movement, and the editorial enterprise will surely reap a harvest.

The January number of *The Canadian Architect and Builder* is as handsome a piece of typographical production as any similar journals in other countries could show. The oak-brown cover design is a fine feature admirably done.

A NEW WESTERN ASSOCIATION.

The publishers and printers of Manitoba recently met in Winnipeg and formed the Western Canada Press Association for "mutual protection and to advance the interests of the craft generally." The following officers were elected: President, J. A. Bell, Winnipeg; vice-presidents, W. Scott, Regina, and G. D. Wilson, Brandon; treasurer, Jno. Stovel; secretary, J. P. Buckle; Executive Committee, W. Murdoch, Cypress River; J. Galbraith, Morden; Graham, Melita and McAra, Indian Head. Interesting papers were read and discussions upon them took place. It is intended to meet again in February. The proceedings closed with a banquet at the Clarendon Hotel, Mr. Bell presiding, and among others present being: D. Scott, Winnipeg; C. Driver, Winnipeg; Fred W. Huckell, Carberry; John Stovel, Winnipeg; Jno. Riddington, Carberry; P. C. McIntyre, Winnipeg; D. J. Benham, Virden; H. S. White, H. Buckle, John P. Buckle, J. J. Roberts, C. M. Weiss, Jas. Daniels, J. F. McIntyre, Winnipeg; G. D. Wilson, Brandon; J. F. Galbraith, Morden; R. L. Richardson, D. L. McIntyre, John E. Forslund, O. H. Pollard, C. D. Stovel, G. P. Dolsen, A. B. Stovel, Winnipeg; Jas. B. Graham, Melita; Walpole Murdoch, Cypress River; Edgar W. Rugg, D. W. Buchanan, Winnipeg; Jas. Hooper, Portage la Prairie; R. J. Burd, F. H. Turnock, E. A. Blow, Winnipeg.

THE BRITISH COLUMBIA DEPOT.

The *Toronto Type Foundry Co.*, through its manager, J. C. Crome, of Vancouver, issued a seasonable circular to its patrons in British Columbia, intimating that the supply of type, presses, etc., as well as stationery, to be kept in stock in their depot in Vancouver, will be largely increased, and the stock will then be the largest to be found in any similar warehouse in western Canada.

REMARKS IN PASSING.

IT IS pointed out that the list of newspaper men given last month as members of, or candidates for, the Ontario Legislature was incomplete. Mr. Stratton, of 'The Peterboro' Examiner, should have been mentioned. Up to date the list includes: A. F. Pirie, H. J. Pettypiece, Andrew Pattullo, M. Y. McLean, John Craig, Sanford Evans, Mr. Auld, J. R. Stratton. If they should all be returned, every session of the Legislature will be a quorum of the Press Association.

* * *

A rumor, which has been denied, connected the name of Mr. J. S. Willison, editor of *The Globe*, with an appointment to the Canadian Senate. It would be a good thing for the Senate to have a man of Mr. Willison's brains, sagacity and grasp of all public questions. The Government could not make a better appointment, and should be urged to select him. It is well-known that Mr. Willison does not want to enter Parliament, but the members of the press would like to see him there.

* * *

Archbishop Cleary and Hon. S. H. Blake have both hauled the press over the coals in recent mandements. The learned gentlemen are entitled to talk to us. Each has furnished the press with many a good item in his time. How would it do if they gave us their opinion of each other?

* * *

The recent challenges about circulation between *The Montreal Star* and *La Presse* came to nothing. Both journals have unquestionably large circulations, and, to a considerable extent, different fields. An investigation by impartial judges would have been interesting and instructive.

* * *

Herbert Burrows, one of the most experienced news editors in Canada, has gone to *The Ottawa Citizen*. He resigned from *The Toronto World* some weeks ago, and there were rumors that he would go to *The Mail*. *The Citizen* has secured a live, capable man.

* * *

Reports that *The Mail* and *World* would amalgamate have been common gossip in Toronto for some time and have not wholly died out yet. The move would be a good one, journalistically and politically. Two Conservative morning papers are not really necessary in Toronto. W. F. Maclean, M.P., who combines the journalist and politician in the proper proportion, would make an admirable editorial head for a strong newspaper.

* * *

Six experienced Mail-Empire men are going to other spheres of work: W. J. Hambly to an important post in a public company, Bankes to *The Orange Sentinel*, Bernard McEvoy probably into literary work, Dedrickson, Parkhurst and Galt to other places.

* * *

The remarks of Mr. Justice Jeune, of the English Bench, are being quoted as a high compliment to the press. He said: "I wish to express my acknowledgments to the gentlemen of the press for their withdrawal from the court at my request yesterday during the hearing of a particular case. They may be quite sure that I never have made, and never shall make, such a request except on very rare occasions, when in my judgment a distinct and serious injustice to public morality would result

from the publication of proceedings." Is it much of a compliment after all? The reporters are asked to withdraw because the court evidently does not care to trust the taste and judgment of the editors in printing details. In Canada, while the Parliamentary divorce bills are examined in secret, there are divorce courts in three provinces and the reports are not nearly as sensational as those in the English press. The London papers print columns of evidence. In the Dilke case, for instance, the evidence was certainly "injurious to public morals." But it was spread out in full.

* * *

Mr. H. E. Wilgress, of *The Brockville Times*, has just returned from a six weeks' trip to England. He reports a rapidly-growing desire on the part of the British press and people to know more about Canada, and although their ideas of this country are somewhat mixed they take a warm interest in our affairs. Everything, Mr. Wilgress thinks, points to a great expansion of trade with the Mother Country, but we must have a commercial agency in London, controlled by intelligent men who know Canada and her people, if we wish to place ourselves on an even footing with other British colonies.

POSTAGE FOR NEWSPAPERS.

Chatham, Ont., Banner.

It is reported on the very best authority that Parliament will be asked to endorse proposals from the Postoffice Department reducing letter postage to two cents throughout the whole Dominion of Canada. The reduction will be conditional on Parliament's consent to the abolition of the privilege of free transmission for newspapers. It is impossible to verify the report as yet, but it is practically certain that the Postmaster-General will propose the abolition of free postage for newspapers and the reduction of the letter rate to two cents at the approaching session of the Dominion Parliament.

This is an important proposal—but one we believe to be in the best interests of all concerned. The two-cent postage throughout the Dominion has been often suggested, but financial reasons have always been urged against its adoption. The business-like methods of the present Postmaster-General have already effected several internal charges resulting in a saving of money to the Department; so that he is in a better position to grant this boon. It will be moreover a natural corollary to a three-cent postage within the Empire. With reference to the postage on newspapers, *The Banner* believes the proper plan would be to place a postal rate on all newspapers mailed to places outside the county in which they are published. This would be fair to all and partial to none.

ANONYMOUS RIB-STABBERS.

London Advertiser.

The Watford Guide-Advocate says: "A sneak thief may have some good points, and the meanest cur a redeeming feature, but the cowardly writer of a dirty anonymous letter is beneath contempt." The rib-stabber would find his occupation gone if all newspapers followed the example of *The Advertiser*, and permitted no one to use their columns to attack his neighbor anonymously. If it is deemed proper that one person should assail another in a public print, he should be at least compelled to come out into the open. The person attacked should know who his assailant is.

NEVER FOOL WITH A BIG EDITOR.

THEY are telling a story in Ottawa of Mr. P. D. Ross, editor of The Journal, having been waited upon by the mayor, who complained that The Journal had made an unfair editorial reference to him. The mayor was accompanied by the chief of police, whether to impress the editor with the sense of official dignity or as a means, in the last resort, of protecting the sacred person of the chief magistrate, we are not told. The chief of police says he went simply as a friend. Mr. Ross, when asked about the incident, merely laughed. It reminds me of another story about The Journal office. Once upon a time, a few weeks after Mr. Ross had purchased the management of The Journal, and before he became well known in Ottawa, a man came in to kick about an item. He looked fierce. His aspect was that of one who intended to have satisfaction either in print or in editorial hide. Being a small man myself, and eminently peaceful—as my friends know—I pointed the infuriated visitor toward Mr. Ross and prepared to get under the desk. The complainant came on. When the present editor of The Journal is bending over his work, with his long legs under a table, you think he is a medium-sized person, with a particularly benignant expression. On this occasion he had just composed a telling paragraph and was looking seraphic. Hearing some murmuring behind him, he slowly rose to his height of over six feet and turned the smile into a frown of enquiry. The visitor became embarrassed, then apologetic, then cringing, and departed with a well-counterfeited air of joy.

DON'T WORK TOO LOW.

PRINTER AND PUBLISHER has been handed a copy of a half-sheet sale bill printed by a western Ontario publisher. At the bottom of the poster is a line which states that "50 bills like this" can be obtained at that particular office for seventy-five cents.

It is often asserted that the country newspaper publishers who are in easy circumstances are few. Whether that be true or not, it is evident that the printer in question, who is ready to print 50 half-sheet sale bills for seventy-five cents, is not among the prosperous ones if his general business is conducted in every particular as it is in this.

Seventy-five cents does not begin to pay for the labor expended upon the poster. The composition alone is worth that, for three hours would scarcely see it "set up," and twenty-five cents an hour is the very lowest figure that should be allowed for the man employed on the job. Then, there is the time which it takes to put the job upon the press and make it ready, to say nothing of the cost of ink and paper.

PRINTER AND PUBLISHER has no hesitation in saying that the printer who is not getting at least two dollars for 50 half-sheet sale bills is money out of pocket.

ADVERTISEMENTS FROM GREAT BRITAIN.

The possibilities of the British market in advertising for Canadian papers are very great. Major Maclean, president Canadian Press Association, and R. V. Somerville, The Toronto Globe, were there for several months last year and got into close touch with the big general advertisers and agencies. They made up a list of over 6,000 firms who are advertising and doing business in Australia and South Africa. Hardly any of them will touch Canada though our population is greater than all these colonies combined. They refuse to advertise in Canada because they do not want to sell here, and because they

think the country does not, and never will amount to anything. They do not want to sell because our credit is so bad. Our reputation is bad because we have no general insolvency law. They think we are of no importance because they seldom hear of us. They can never hear of us until we are represented in London by an able commercial agent.

When we have a satisfactory insolvency law and a capable business representative British advertising will pour into this country. We cannot get it until then.

In the public and in self interest publishers should urge their members of Parliament to insist upon an insolvency law and the appointment of a good business representative in London.

AGAINST THE NEWSPAPERS.

Senator Ellsworth has introduced in the New York State Senate a bill which combines his anti-cartoon bill of last year with the libel law, and provides a penalty of imprisonment for not less than one year, nor more than five, with a fine of \$1,000, for the publishing of a paper containing any licentious or degrading matter of any kind. It provides that each paper published must contain a statement of the names of the publisher and all the editors, the penalty being inflicted not alone on the publisher, but on any of his agents, either in the publishing or distribution of the paper. An indictment for violation of the act need not set forth the particular issue of the paper nor any particular matter contained therein. Upon the trial either party may put in evidence a file of the paper or any abstracts from any issue, and such file or abstract shall be prima facie evidence of guilt. Whenever there shall have been two or more convictions, the further publication of the paper published by such persons shall be unlawful, and the Attorney-General is directed to begin an action for the forfeiture of the charter if it be a domestic corporation.

SUBSCRIPTIONS IN ADVANCE.

The Acton Free Press takes pardonable pride in announcing that all its subscriptions are paid in advance. Happy publisher! Your lot is an enviable one. But there's no earthly reason why the publisher of every local newspaper in Ontario shouldn't be in exactly the same position in this respect.—Milton Reformer.

No good reason at all. Its a business principle most people admire. The necessary qualifications are: 1. A straightforward presentation of the system; 2. Courteous, firm adherence to it; 3. Giving your readers the best possible local paper, which brains, energy and business perception can combine to execute. This course makes your subscribers personal friends, and they refer with pride to "Our paper."—Acton Free Press.

CALENDARS.

Two out of many calendars issued from newspaper offices seem particularly deserving of remark. The Acton Free Press prints a large Canadian flag in colors flying across the top, and, at one side, a design showing a college girl, with a book in one hand and a bicycle in the other, and a trencher on her head, standing upon a globe with "1898" over it. Mr. Moore is to be congratulated on the success with which the idea is worked out.

The Brantford Expositor prints a fac-simile of the upper half of the paper's first page, and a break in the centre is filled with a cut, in colors, of the handsome new office building. As a combination of business, sense and neat appearance, the calendar is striking. It is nearly as good as The Expositor itself.

Dexter Folder Co.

WRITE FOR CATALOGUES
AND PRICES.

PAPER FOLDING AND FEEDING MACHINES

Branch Office—

Boston—149 Congress St.
Factory—Pearl River, N.Y.

NEW YORK
97 Reade Street.

CHICAGO
315 Dearborn Street.

CANADIAN PRESS ASSOCIATION.

MEETING OF THE EXECUTIVE IN TORONTO—THE ANNUAL MEETING TO BE HELD AT OTTAWA MARCH 10 AND 11.

A MEETING of the Executive of the Canadian Press Association was held in the Queen's Hotel, Toronto, on Monday, Jan. 10, to make arrangements for the date and place of the annual meeting. Those present were: President J. B. MacLean, Secretary J. A. Cooper, Messrs. J. S. Willison, W. S. Dingman, D. MacGillicuddy, W. Ireland, A. G. F. Macdonald, J. T. Clark, A. H. U. Colquhoun.

The date of the annual meeting was considered. The usual date—the first or second week in February—was objected to by some owing to the Ontario election campaign, which will be in full swing during February. Mr. Holmes, of Clinton, the vice-president, who was unable to be present, wired in answer to a question that if arrangements could not be made to meet the first week of February he favored postponement. After thorough consideration it was decided to hold the meeting March 10.

A place of meeting was discussed. Mr. Willison suggested that perhaps Ottawa during the session would add to the success of the meeting. This idea was heartily taken up, and the suggestion unanimously adopted.

It was pointed out that the Press Gallery, and the members of the association in Ottawa would combine to assist in making arrangements, while the attendance of notable public men at the banquet would be assured. It is expected that several members of the Government will be present. The single railway fare will enable members of the association from the west to attend in as large numbers as usual, while the attendance from eastern Ontario and Ottawa will be numerous. The president was given power to choose a small committee to arrange all details in Ottawa, of which committee Mr. Willison and he will be members.

The programme was discussed. A number of papers have already been offered or suggested. It was decided that the

papers should be short and that discussions upon them might be encouraged. In the February issue of *PRINTER AND PUBLISHER* the programme will be fully and definitely outlined. The president will deal with several important matters in his address, including the suggested visit to Canada of a delegation of British journalists.

As postage upon newspapers will also come up for discussion the holding of the meeting in Ottawa possesses an additional interest. The Parliamentary session will have reached an interesting stage during March, and there is no doubt that comfortable quarters and a good programme will be provided for members during the meeting. The difficulty of holding it on February 3 (when Parliament opens) was pointed out to be the uncertainty of hotel accommodation in Ottawa during a week when the Capital is visited by so many outsiders.

The following new members were reported: C. A. Lapp, Ensign, Brighton; Frank Carrel, Telegraph, Quebec; Frank Fisher, News, Leamington; Mrs. Cummings, Globe, Toronto; M. A. Dickinson, Despatch, North Bay; J. P. Hauch, Evangeliums-Bote, Berlin; H. J. Hallman, Gospel Banner, Berlin; Watson Griffin, Montreal. Several applications were held over until the annual meeting.

A HANDSOME WORK.

PRINTER AND PUBLISHER has been favored with a copy of the handsomest and most complete specimen book ever got out for a Canadian firm. The work contains all the most serviceable and latest faces of type made by the American Type Founders' Co., for which Toronto Type Foundry Co., Limited, are general Canadian agents. Besides beautiful faces of types and borders, the book contains an illustrated catalogue of all sorts of printing requisites, from a common bodkin to a web printing press or a type-setting machine. Every printing office in Canada should have one of these books, as it is only necessary to send the address and one will be promptly forwarded. The edition cost several thousand dollars, and it is intended only for, and will be sent only to, regular printing offices.

DO YOU KEEP
POSTED ABOUT
NEW TYPE FACES?

THESE are constantly being brought out by the AMERICAN TYPE FOUNDERS' Co., the leaders in Type Fashions. There are some new faces in this number; there are many others in the Specimen Books. Send for them and be up to date.

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TORONTO TYPE FOUNDRY CO., Limited
44 BAY STREET, TORONTO.

Have You Tried Re-Melto?

It is the best roller composition on the market. You can make good rollers yourself with Re-Melto. If you want the very best, you should send us your cores and have them made by the Gatling process.

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Branches: MONTREAL
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44 Bay Street ✓

... TORONTO

NEWS OF THE MONTH IN BRIEF.

MR. NICHOLSON, having disposed of The Oshawa Vindicator, is going to take a science course at the Kingston School of Mines and then try gold mining in the Peace River district. The new publishers, Messrs. Fairbanks & Porter, are turning out a good paper.

Trout Lake has a new paper—The Topic.

The New Glasgow Enterprise is about to put in a new dress.

The Winnipeg Tribune has reduced its price to 1c. per copy.

The Halifax Chronicle is likely to put in type-setting machines.

J. J. Anslow has gone to Boston to buy a new dress for The Hants Journal.

La Defence is a new Conservative weekly just started at Chicoutimi, Que.

J. J. Young, editor of The Calgary Herald, is on his way to England for a visit.

On Jan. 6 The Guelph Weekly Herald entered upon its 51st year. Long life to it.

Roland Woolsey, proprietor of The Brussels Herald, has again assumed charge of the paper.

J. C. Parkhurst recently sold a new press to The Pictou Advocate and one to The Westville Free Lance.

The sheriff is in possession of the assets of The Times Printing and Publishing Co., Limited, of Ottawa.

There are too many papers in Nova Scotia, yet it is said new ones are to start in Yarmouth and New Glasgow.

E. W. Miller, formerly editor of The Qu'Appelle Vidette, has the sympathy of many friends in the loss of his wife.

The Halifax Herald and Mail have wonderfully improved of late. The ads. in The Mail are very artistically set up.

J. K. Foran, formerly editor of The True Witness, Montreal, is getting out an eight-page literary weekly called The Pew.

E. K. Johnston, who has published The Arnprior Watchman for eight years, is thinking of retiring and seeking a larger field.

Mr. L. S. Channell, publisher of The Sherbrooke Daily Record, has purchased a double cylinder Hoe press and complete outfit of type for his paper. The Record will be enlarged

and otherwise improved. Mr. Channell placed his order with the eastern branch of the Toronto Type Foundry, 646 Craig street, Montreal.

Mr. C. J. Robertson, Montreal, is having a new Scott press built. He will have it in his warehouse very soon, and have it running.

Benjamin S. Burkholder, school teacher, who died at Berlin Jan. 5, aged 83, issued in 1835, Waterloo county's first newspaper, The Morning Star.

A winter meeting of the Eastern Townships Press Association was called for St. Johns, Que., Jan. 21, by the president, E. R. Smith, of The News.

The Pictou, N.S., Standard has reduced its subscription to 50c. a year, but its contemporary, The Advocate, sticks to the dollar rate—and is worth it.

F. J. Deane, editor of The Kamloops Inland Sentinel, has been nominated Opposition candidate for North Yale in the British Columbia Legislature.

Mr. George H. Bradford, proprietor of The Sherbrooke Gazette, will issue a daily paper about Feb. 1, to be known as The Sherbrooke Evening Times.

A Rossland, B.C., report says that W. A. Myers, formerly editor of The Gladstone Age and who started The Rossland Standard recently, has disappeared.

John Riddington, editor of The Carberry News, has arranged for the re-appearance of his paper, the plant of which was destroyed by fire several weeks ago.

The suspension of La Minerve, Montreal, leaves that city without a French morning paper. La Minerve was 44 years old, its latest editor Hon. Joseph Royal.

E. N. Smith, editor of The Sentinel-Review, Woodstock, Ont., shortly assumes the night editorship of The Mail and Empire. Mr. John Markey replaces him on The Sentinel-Review.

G. B. VanBlaricom, who sold the plant and good-will of The Mount Forest Confederate a few weeks ago, has been succeeded by Mr. James Fisher, formerly of The Stratford Beacon and Leamington News.

There is a newspaper dispute on in Yarmouth, N.S. Messrs. Hamilton and Wallis, the editor and foreman respectively, of The Times, severed their connection with that paper and took charge of The Daily News. Mr. Rolston, of The Times, issued

The World, which is to be published on Monday, Wednesday, Thursday and Saturday. The separation is the outcome of a disagreement.

Charles Greighton, of Leamington, has purchased The Leamington Post from J. E. Johnson. He has been associated with The Post for several years. Mr. Johnson goes to the Klondyke in March.

The St. John Weekly Sun, undoubtedly one of the best papers in the Maritime Provinces, is following the example of some of its Ontario confreres by changing to a semi-weekly—eight pages twice a week.

Mr. C. J. Robertson, Montreal, has just supplied a Scott two-revolution pony press to the Catholic Deaf and Dumb Institute at St. Louis de Mile End, Montreal. The Institute has a complete printing establishment.

A. H. Gibbard, B.A., Toronto, an old Bowmanville boy, has purchased the good-will and plant of The Whitby Chronicle from Messrs. Henderson & Graham. Mr. S. H. Graham, the late editor, has a position on The Templar, of Hamilton.

F. H. Eaton, the former editor and proprietor of The Kentville Advertiser, recently received a warm welcome from his many friends in the Maritime Provinces. He has returned to work as superintendent of the city schools in Victoria, B.C.

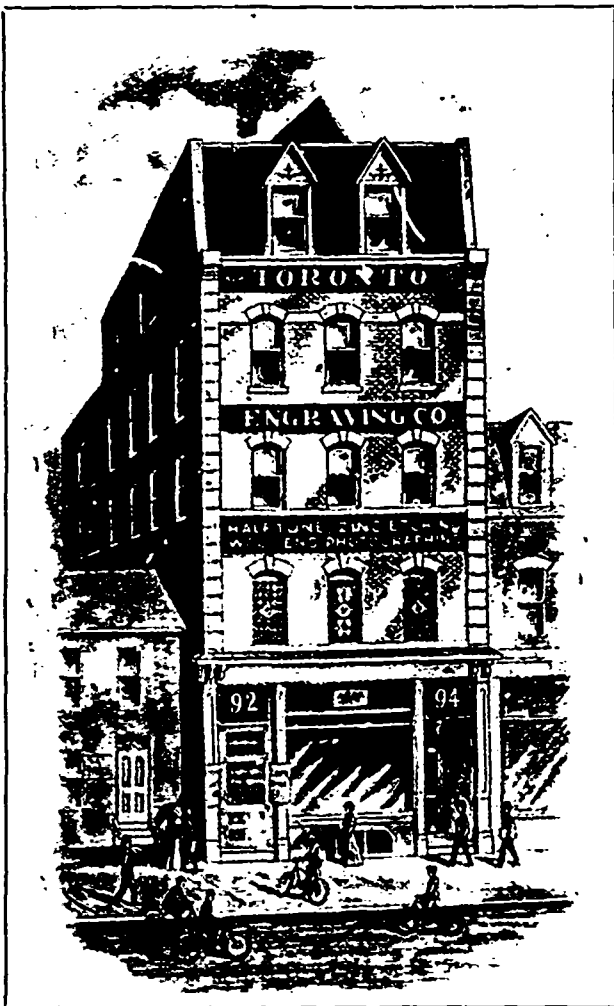
La Defense is the name of a new paper to be published at Chicoutimi, P.Q. Mr. N. Tremblay will be the editor. The

entire plant, including cylinder press, was purchased from the eastern branch of the Toronto Type Foundry, 646 Craig street, Montreal.

Charles Clarke, of The Toronto Telegram staff, has been appointed editor of The Canadian Manufacturer. Mr. Clarke, who was president of the Ontario Press Gallery during the recent session, is a thoroughly trained newspaper man and popular with his confreres.

PEACE AT REGINA.

Mr. Nicholas Flood Davin, M.P., and Mr. Walter Scott, of The Regina Leader, have buried the hatchet. Mr. Davin, in a note dated December 23, told Mr. Scott that as he understood The Leader would withdraw the opprobrious words applied to him, if the M.P. would withdraw his charges in Parliament "at a time like this especially, that will not stand in the way of a settlement." Accordingly, Mr. Davin gracefully acknowledged that when he accused the editor of "the most dishonorable act in the history of human infamy" he spoke impulsively and gladly made the amend. It would, indeed, have been a pity if a trifle of this kind had stood in the way of a settlement. It did not, for the editor promptly replied that he cheerfully withdrew the imputation of boodling and cheating made in connection with the M.P. The two shook hands, wished one another a happy Christmas and departed to their homes. And ever since, so far as we know, white-winged peace has hovered over the locality.



**What about the Cuts
for your Special
Edition ?**

WE ARE IN BETTER POSITION THAN
EVER WITH OUR ENLARGED
PREMISES AND INCREASED FACILITIES
TO GIVE THE HIGHEST QUALITY
AT THE SHORTEST NOTICE.

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TORONTO ENGRAVING CO.

IN THEIR NEW BUILDING
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"THE ART ENGRAVING CO. OF CANADA."



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IN ALL SHADES
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Are just the thing. They are free working and of the highest quality. Full stocks at all our branches.

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Branches: MONTREAL
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44 Bay Street Toronto

INCREASING THE LIST.

THE BEST RECIPE FOR GETTING AND RETAINING SUBSCRIBERS.

AMONG the many troubles and vicissitudes which beset the average country publisher, and not infrequently the city publisher, none is more perplexing and causes more mental exertion than the problem of "How shall I proceed to increase the subscription list of my paper?" says A. E. Bell, in Ohio Newspaper Maker.

He looks about him for a precedent by which to be guided, but the difference in localities calls for something widely dissimilar to the plans which have heretofore been tested, in some cases with good success, while others met with a complete failure. The clientele of the editor has much to do with the "scheme" which is frequently employed to enlarge the list. Where a country paper often succeeds by clubbing with a metropolitan weekly, plenty of others fail to make the desired impression.

Other publishers find it profitable to give about fifteen months' subscription to their paper for the price of one year, to new subscribers only. This plan meets with success in certain localities, but in other places does not create the feeling and interest for which the editor strives.

The premium scheme has been literally worked to death and needs a very much desired rest. It has been a success in its day, but that time has passed. The guessing scheme, giving away chromos, missing-word puzzle, and numerous other plans might be named, but suffice it to say, there is one sure way which never fails to bring to the desired point the subscription list of the editor who employs it. First, make your paper really

meritorious from different points of view, and if located among an appreciative people who know a good thing on sight, keeping up the list will be one of the minor matters appertaining to the publishing business.

It is true there are old fogies in all localities, who never recognize the good which the local paper does for the town or the inhabitants, but will receive a city paper or a metropolitan weekly in preference to the home paper, because it is just as cheap, and in some cases cheaper. These people do not need the home paper, because they hear of all the important local occurrences as soon as they transpire. They are the bane of the average country publisher, but, fortunately, they are growing less in number and the day when not one will remain is fast approaching.

If the publisher issues an attractive, newsy paper, which meets with the approbation of the people in the county surrounding him, success is almost assured. When he has a list which is large, he can secure his clients among the advertising element. He should circulate among his country patrons when they are in town, on Saturday, doing their shopping, ask about the welfare of their families and the extent of their farming successes. It pleases them and does not cost the editor much of an effort. It does him a vast amount of good, depending, as he does, for much of his support from the farming element. It will pay large dividends in the long run, and it causes the farmers to think that their assistance in supporting the home paper is appreciated. This is a fact, for the country editor can usually figure on the loyal support of the agricultural brethren at all times and in all seasons. In some cases the pay is slow, but, nevertheless, it is sure to come at some future date.

OUR ILLUSTRATED LIST OF

Second-Hand Presses



IS the best thing ever produced in the way of a Catalogue of Second-Hand Printing Presses. You can have one for the asking whether you want a press or not. It is worth having; send for one and let us know if you want any machinery or type. Everything for the printer.

Toronto Type Foundry Co., Limited,

44 Bay Street,

Toronto.

« « « 1898 » » »

ANNOUNCEMENT

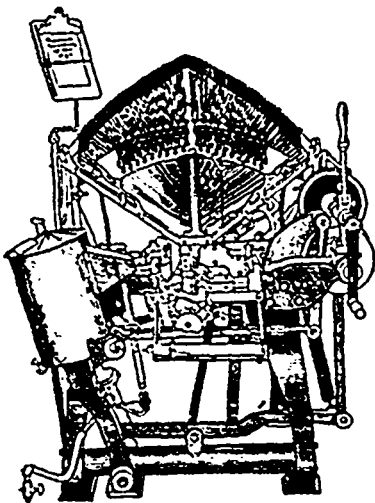
We have to thank the printers of the country for the consideration with which our efforts to keep them supplied have been met. Although we have four large paper machines running night and day we have been quite unable to keep up with the demand. We have therefore built a new dam on the St. Francis River, developing 5,000 horse-power, and have erected a new mill, which will almost double our output. We intend confining our attention more closely to our own productions, and will be in a position to give our patrons thoroughly satisfactory service.

Our celebrated "PHOTO-BOOK" is still unrivalled, and the demand for it keeps increasing; we shall now be in a position to fill all orders promptly. This edition of PRINTER AND PUBLISHER is on "PHOTO-BOOK." Examine the quality. Prompt shipment and careful attention to letter orders.

CANADA PAPER CO.

Limited

Toronto and Montreal



ROGERS TYPOGRAPH

Write for particulars and get copies of letters showing what Typograph users think of it.

It may pay you to do so.

A Successful Printer

is one who keeps abreast of the times. His office contains the latest and best makes of machinery, type, etc. Cheap composition is now a matter of compulsion if you intend to keep up with your competitor. This can be easily and speedily attained if you

Will Use the Typograph.

The country weekly printing office using this machine can save as much money, other things being equal, as the larger town or city office. "Hard times" will come but can be made easy by use of this machine. The savings will pay for the machine.



CANADIAN TYPOGRAPH CO., Limited

WINDSOR, ONT.

DENVER PAPERS AND DEPARTMENT STORES.

AN extraordinary contest has started in this city, says a Denver, Colorado, telegram of Jan. 13, with all the daily papers on one side and fourteen of the largest dry goods and clothing departmental stores on the other. No advertisements of any kind of these firms appeared in yesterday's papers and formal notice has been given that none will appear until the papers accede to the demands of the merchants. Last week the business managers of the dailies were informed that the department store combination had arbitrarily decided that advertising rates must be reduced about 20 per cent. The firms declined to enter into the discussion of the justice of the demand, simply stating that they had given their ultimatum. They control about 50 per cent. of the city advertising and believed that the papers must submit to their dictation, notwithstanding that advertising rates in Denver are lower than in any other city of the same size in the country. The newspapers replied that concessions to the autocratic order was not only impossible for business reasons, but would destroy the independence of the press. The first result of the contest is the passage of a resolution by the trades assembly calling on the city council to impose a heavy license on departmental stores and warning all members of the labor unions against them.

The smaller merchants are taking advantage of the opportunity to increase their advertising. In Denver, as in other cities, the departmental stores have been crushing the smaller stores, and the latter are exceedingly glad of the chance to cut into the business of their larger rivals.

[This, if true, is a very extraordinary state of affairs. In the large Canadian cities the department stores are steadily expanding. As they are usually more enterprising in advertising than smaller stores, the daily papers view this expansion with perfect equanimity. When complaints are made by the smaller stores that departmental establishments are crowding them out of existence and legislation is demanded, the daily papers usually take the severely economic ground that concentration of trade is a natural evolution and nothing can prevent it. In Toronto the merchants with small capital have been weeded out to a great extent. The bulk of those who remain are not advertisers. The daily papers look, therefore, to the three department stores—Simpson, Eaton and Murray—and get good prices. If anything similar to what is reported from Denver should occur in Toronto there would result a situation decidedly interesting.—C.]

ENGLISH LIBEL SUITS.

Three libel actions against newspapers were tried before Lord Russell of Killowen, the other day, says an English paper, all of them, as he expressively put it, trumpery actions. But they were of a kind that those who conduct newspapers have learned to dread. And for this simple reason, that no matter how trivial the grievance, judges, in days gone by, forgetting that every man is assumed to be innocent until he is proved to be guilty, approached these cases with a previous conviction that newspapers are always in the wrong. This frame of mind encouraged many a pettifogging attorney to bring actions at a venture. However slender the grounds, most newspapers could be counted on to compound, for it is cheaper to settle than to fight, and even to win. And so a splendid field for virtual black-

mail was created. Now, we are grateful to Lord Russell, not for any new decision in the common law, but for a masterly vindication of common sense. He has put the matter, once and for all, on a rational basis; and his words will carry the greater weight because in the particular cases that came before him yesterday no suspicion of a discreditable motive could attach either to the plaintiffs or their advisers. Here are his words to the jury after the cases were over: "There is no more valuable remedy for the protection of the characters of private and public persons than the law of libel, and there is no remedy more susceptible of abuse, and I am very glad to see that juries are ready and able to discriminate between trumpery and real cases."

A HANDSOME CALENDAR.

In calendars, Buntin, Gillies & Co., Hamilton, have again gone in for an artistic figure in very fine contrasted colorings. Their '98 calendar has Robin Hood blowing his horn in his Lincoln green habit and other accoutrements of the famous outlaw. The Royal Arms and the Union Jack draped are the background. The whole thing is handsome and unique. The firm have a good supply for all who wish to get one. Drop a post card.

USING A GAS ENGINE.

The Windsor Record has added an Olin gas engine to its plant, purchased from Toronto Type Foundry. These engines are just the thing for printing offices, as they can be run by natural or manufactured gas or gasoline, and are both simple and economical.

HEAD OFFICE: TORONTO.

Every Prudent Man

Feels it to be a duty to provide for his wife and family. The **Unconditional Accumulative Policies** issued by the

**Confederation
Life**

Association provide instant and certain protection from date of issue. Rates and full information sent on application to the Head Office, Toronto, or to any of the Association's Agents.

Hon. Sir W. P. Howland, C.B., K.C.M.C.
President.

W. C. Macdonald
Actuary.

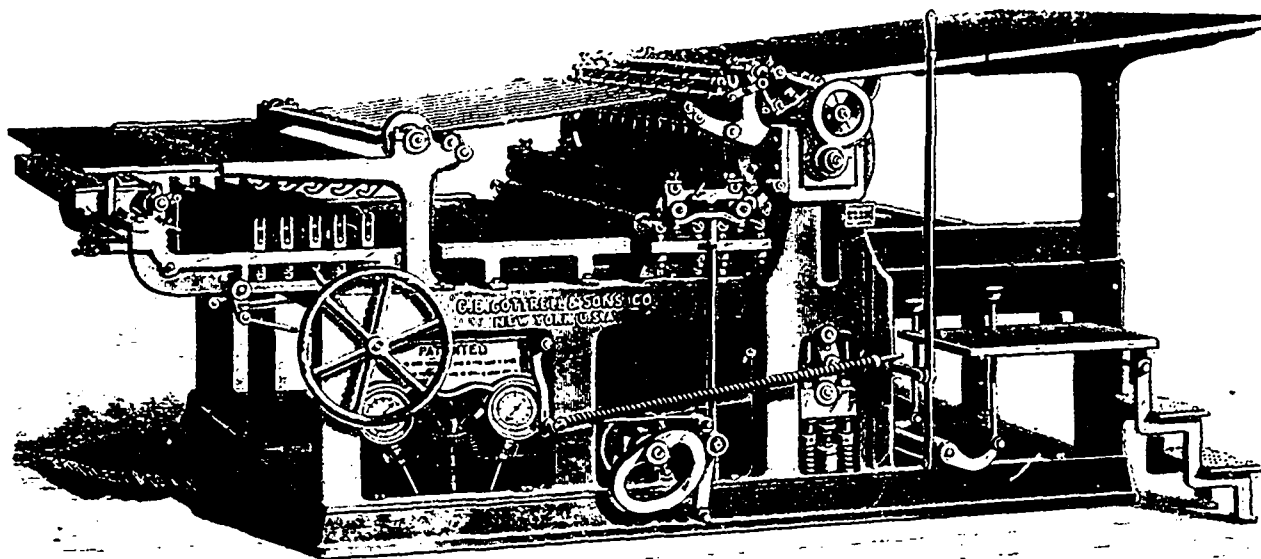
J. K. MACDONALD
Managing Director.

C. B. Cottrell & Sons Co.

Four Roller
Two Revolution

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With Front
Fly Delivery



THE above engraving represents a Four Roller, Two Revolution Press of our New Series.

This machine is for fine illustrated book and color printing, and can be run at a high rate of speed.

It is especially valuable on wood engravings, photo-engravings, half tone and zinc etchings, where a clean, even impression and a fine distribution of ink are required. A large part of the illustrated catalogue and book work of the United States is printed on this Press. Quality, speed, and ease of handling are the causes of its great popularity.

We build all sizes, styles and varieties of machines, and make a specialty of Flat Bed Perfecting and Rotary Web Presses for fine work. We would be pleased to mail our illustrated catalogue to anyone on application.

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NEW YORK.

C. B. Cottrell & Sons Co.

Sole Agents for Canada

TORONTO TYPE FOUNDRY CO. Limited

Toronto,
Montreal and
Vancouver, B.C.

UNIQUE PLAN RE CASH SUBSCRIPTIONS.

THE publishers of The Holton Signal, Kansas, U.S.A, have adopted a unique method of securing new subscribers and getting their old subscribers to pay up. Holton, the county seat of Jackson county, has a population of 4,500, and had no public library, so these enterprising publishers commenced a library with 600 volumes in that town, and also started, in each of the other seven towns in the neighborhood, libraries of from 150 to 200 volumes, according to the number of subscribers, giving each place double the number of books that they had subscribers. These books were selected from the works of standard authors, are all cloth bound, and were purchased direct from the publishers. The majority of the books are fiction, but each library contains juvenile, classical, biographical and historical works. Each paid-up subscriber and his family is entitled to the use of this library, which is conducted on the rules generally observed by circulating libraries. As this scheme has not been in operation very long its success cannot be estimated, yet these publishers state that without any canvassing, their subscription list has been constantly enlarging, and that there has been an unusual activity among old subscribers towards paying up, including some persons who had long been considered as "hopeless" cases. There are some communities in which this scheme might be worked to advantage.

A WORD TO REPORTERS.

The reporter, in his every-day duties, comes in contact with a large number of men and women. It should be his aim, then, to study their tastes so as to make the best possible impression on them, and thus facilitate his gathering of news. And one of the most important particulars is dress.

Did it ever strike you that a business man would rather talk to a well-dressed reporter than to a somewhat seedy individual with unbrushed clothes and a slouchy hat? Perhaps you never turn your attention to such trivial matters. Yet, such is the case, as anyone must understand, and he who offends in this matter does so to his own harm. It is not necessary to follow all the latest fads in dress. In fact, overdressing is almost as great an obstacle to the reporter as underdressing. Well-kept, neatly-worn, plain clothes, such as business men themselves wear, leave the reporter unhandicapped, and also conduce to self-respect. And a great point is that it costs nothing to keep up a good appearance except a little care. D.

THE PAPER FOR THE KLONDYKE BOOK.

Mr. F. J. Campbell, manager of the Canada Paper Co., reports that Mr. Ogilvie's Klondyke book is to be printed on their celebrated photo book. Some of the surveyor's photographic views appearing in the work embrace miles of territory, and their exact reproduction is of great importance. Much depends on the printing, and the choice of this paper speaks for itself.

SEND FOR ONE.

The North American Life Co., Toronto, are very generously handing out to their friends a neat leather memorandum book containing calendar and other useful information. They will send you one on receipt of your request, mentioning this paper.

To Our Patrons

A Prosperous and Happy New Year, and many thanks for the favors extended us during 1897.

To Others

May the new year bring you discretion to give at least a share of your business to us.

To Ourselves

Many of them, and as good as last.

**BUNTIN, GILLIES
& CO.**

HAMILTON

50th Year 

Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, JANUARY, 1898.

PINE IS KING.



THE Ontario Legislature has met and the Government has announced its timber policy which has now the force of law, having received the sanction of law. But it is apparent that not the Government alone, but the Opposition also has failed to rise to the occasion in so far as the pulp industry is concerned. Pine is still king, and Liberal and Conservative alike cannot apparently see anything beyond a pine-board in our vast forests. The fight was bitter, keen and sanguinary, but it was waged on pine and pine alone. Not a single member on either side of the House, during the debates upon the question, was heard to mention pulp wood or pulp. The Government, with a marvellous solicitude, which it was, at times, almost painful to witness, for the material welfare of the province, proclaimed aloud their determination to secure for the Canadian workmen the right to the labor involved in the conversion of logs into lumber, thereby ensuring the expenditure in Ontario of the handsome sum of about \$1.75 per thousand that has not hitherto been expended here. But with a fine regard for the honor of the province, the Government regretfully declined to put the new regulation in force until the existing timber licences have expired. The Opposition tumbled over themselves in their anxiety to have the regulations go into force at once, regardless of existing contracts, direct or implied, or anything else, in their eagerness to obtain work for Canadians. While both sides of the House went into hysterics almost upon the question, which involved an increased expenditure in Canada of \$1.75 per thousand feet, they, one and all, deliberately ignored the interests of the pulp men in which there is greater wealth to the community, proportionate to the amount of business transacted, than can ever be in the case of pine. Both parties in the Legislature have committed themselves to the policy which demands the sawing of pine logs in Canada, and they justify their action, and rightly so, by pointing to the increased employment thereby afforded to the workmen of Canada.

That Canadians have a just claim to the magnificent heritage which they have won for themselves, and to all the advantages, natural and otherwise, which it is their good fortune to enjoy, no one will deny. But to the business man, not skilled in the sophistries, of politics it does appear strange that so important an industry as that of converting spruce into pulp should be so neglected and ignored by those who claim to represent the people, and to protect and foster the national industries. The

manufacture of one cord of spruce wood, which costs from \$2 to \$2.50 per cord, into pulp wood enhances its value by \$10 to \$11, at a moderate computation, the increased value being represented almost entirely by labor. As compared with the small amount expended for labor on the lumber, it certainly does appear that this is an industry which any Government or party, which has the desire to encourage and foster profitable industries, would be justified in assisting by reasonable legislation similar to that by which kindred industries are encouraged.

The lumbermen, having obtained their desires, appear to have entirely forgotten the interests of the pulp men, who will apparently have to look out for themselves. Meantime the Americans, who are depending upon us for their supply of raw material, will continue to pay us the pittance of \$2 to \$2.50 per cord for our spruce wood, and will compete with our own manufacturers, not only in our own markets, but in the markets of the world, in the finished article at the rate of \$45 per ton. No wonder the trade journals of the United States are chuckling at the encouraging outlook which presents itself to the paper makers of the United States.

A CANDID ACKNOWLEDGMENT.

The following communication from the E. B. Eddy Co., Limited, will correct any erroneous impression which may have been caused by the firm's announcement in the November issue of *PRINTER AND PUBLISHER*. The communication is dated 15th December, 1897, but, unfortunately, it did not reach this office until the day after we had gone to press for the December issue. We give it space at the earliest possible moment in order to protect our readers as well as to put the Eddy Co. right with the purchasing public. The communication speaks for itself:

DEAR SIR.—Will you please give prominence to our explanation that the advertisement, in your November issue, stating our daily output of paper to be 250 tons, was intended to read 250 tons for our weekly output.

Some of our competitors and their agents and salesmen sought to take advantage of this "lapsus calami" by trying to unsettle our customers with reference to the general correctness and truthfulness of our advertisements.

The fact is that our executive has been so busy with some other of the various departments, as not to have had time lately to devote as much attention as they intend in the future to devote to our paper department, so, although the difference between 250 tons per day and 250 tons per week is wide, it is quite within the range of possibility that it may not be long before the former figures will be more closely run to by us soon.

NOTES OF THE TRADE.

AS A RESULT of recent negotiations pulp wood is now being taken out for experimental shipment from St. John, N.B., to France.

Mr. J. D. Rolland, of Montreal, has been re-elected president of the Dominion Commercial Traveler's Association.

A pulp company in New Brunswick is reported to have purchased a steamship to carry its products across the ocean.

Mr. John MacFarlane, president of the Canada Paper Co., was in town last week and reports that the company's new mill is almost completed.

A company has been formed to build an 80-ton sulphide pulp mill at Halifax, N.S. The wood to supply the mill will be obtained from limits about 30 miles from Halifax.

During November 4,420 bundles of Canadian wood pulp were landed at Liverpool from Montreal, and 4,819 bundles, in one shipment, arrived at Manchester from the same port.

The German Chemical Pulp Union has declined to adopt the uniform contract note sanctioned by the British Wood Pulp Association owing to the difference between the conditions which prevail in the two countries.

Plans have been ordered for a sulphide pulp mill at Lac Bouchette, Que., on the Quebec and Lake St. John Railway. Limits of some 160 square miles have been secured, and a mill of 20 tons capacity will be put up. The proprietors are Quebec capitalists.

The Royal Paper Co. has ordered a modern, up-to-date new, double cylinder, 72 inch paper machine with twenty-one dryers, reels, winders and shutters. The machine, which will be shipped early in February, is intended for making cardboard, tagboard, sheating or any heavy paper.

Mr. Thomas Allison, of Chatham, N.B., has offered to form a company to start a pulp mill in that town if the municipality will give a site, known as the Morrison mill property, as a bonus. The Board of Trade of Chatham is now considering the proposal with a view to advise the Town Council.

The consecration of the new Papyrus Chapter, in connection with Papyrus Lodge of Freemasons, by the Grand Lodge of England, took place on December 17. The ceremony was performed by the Grand Secretary, assisted by several well-known and prominent members of the paper trade in the city.

The Maritime Sulphite Fibre Co. have completed a mill on the Canada Dock, Chatham, N.B., for cutting, barking and preparing wood for the grinder in the pulp mill. A similar mill is in course of construction in the company's Wellington street wood yard. When in operation each mill will employ about 25 hands.

The first full cargo of Canadian sulphite pulp was shipped by the s.s. Coringa, from Chatham, New Brunswick, to London, on November 15. The vessel was chartered by the Dominion Pulp Company, and loaded a cargo of 1,500 tons dry sulphite. Part of this cargo was, however, from the neighboring Maritime Sulphite Mill.

The following calculations of the amount of paper consumed per head per annum by various nationalities has been made: England heads the list with 13 lbs. per head; then the Americans with 11 lbs.; the Germans, 9 lbs.; the French, 8½ lbs.; the Italians and Austrians use nearly 2½ lbs.; the Mexicans,

2¼ lbs.; the Spaniards, 7/8 lb.; Russia coming last with ¾ lb. Englishmen and Americans read more newspapers and write more letters than any other nation.

Mayor Hay, of Woodstock, has invited Mr. Spiro, who is contemplating the establishment of a pulp mill at St. John, N.B., to come to Woodstock and look the ground over there, as to its suitability for the location of a pulp mill. He has received an answer saying that Mr Spiro could not come now, but would do so before locating a mill.

The British Wood Pulp Association recently discussed Mr. J. Scott-Cassie's motion in reference to the ice clause and Canadian shipments, and it was thought inadvisable to alter the conditions in the Contract Note, but to suggest to members that in making out contracts for Canadian pulp the special shipping conditions necessary should be inserted in the body of the Contract Note.

Some twenty or more persons and firms have applied to the Governor and Council of Newfoundland for the right to cut timber to manufacture into pulp. Some of the parties are quite modest in their requests, and ask for license to cut on only six square miles, while another asks for the same privilege on 600 square miles. The right to use the waters of certain rivers as mill privileges is also asked for.

M. S. D. Wilkinson, of the Oxford University Press, was a traveler by the American train which fell into the Hudson. He was shaken, but not actually injured, and lost all his baggage. Mr. Wilkinson had been to Canada in the interests of the Oxford University Press publications. His visit had particular reference to the "Presbyterian Book of Praise," which the well-known house has produced for Canada.—Paper Making.

Pulp men use both white and black spruces. The latter is more common, says an exchange. They can readily be raised on burned or other open and properly drained acres in the woodlands. In the early spring loosen up the dark soil to fineness; mix, proportionately, five quarts of spruce seed with thirty quarts of oats, and sow broadcast; harrow them in; keep out all fires and running stock. They will then take care of themselves.

It is understood that a new paper match factory is to be erected in Canada, so it is altogether probable that the wooden match industry will be appreciably affected by the new process. By the new process matches will be cheaper and be much lighter in weight. The sticks of the matches consist of paper rolled together on the bias. The paper is strong and porous, and when immersed in a solution of wax sticks well together, and burns with a bright, smokeless and odorless flame.

An excellent brown paper, suitable for covers, can be manufactured from pulp made in the following way: The wood is cleaned and cut in small pieces as for bleaching pulp, but the lye should be 35 per cent. weaker than is used for the latter. The pressure is 6 atmospheres, and the material is boiled twice as long as when making ordinary soda pulp. After boiling the lye is blown off, but traces of it are left in the pulp, and then neutralized with sulphate of iron in the beater. The pulp produced by this means makes a fine, strong, brown paper.

The Stockholm City arrived in Manchester with a cargo partly consisting of wood pulp. This was the last steamer from

Good Paper

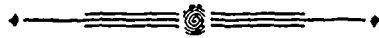
Fine Work

Successful Printers

These are logical terms and follow each other "as the day the night."

"How to Succeed" is illustrated in various ways, but the wise printer starts out with good paper and sticks to it.

This is the age of manufacturing on a large scale, and it is because we turn out 250 tons of paper weekly that we are enabled to give such good value in our papers.



The E. B. EDDY CO., Limited

Hull, Que.

61 Latour Street, Montreal.

38 Front St. West, Toronto.

AGENTS

F. H. Andrews & Son, Quebec.
A. Powis, Hamilton.
J. A. Hendry, Kingston.
Schofield Bros., St. John.
J. Peters & Co., Halifax.
Tees & Perse, Winnipeg.
James Mitchell, Victoria and Vancouver.
John Cowan, St. John's, Nfld.

Montreal to Manchester last season. It is interesting to note that during the season now closed Messrs. Furness, Withy & Co. have loaded twelve steamers from Montreal to Manchester, all of which have obtained full cargoes, and it is to be hoped that next year they will see their way greatly to increase the sailings and to give a regular weekly service between Canada and Manchester, for undoubtedly there is sufficient cargo coming to this district from Montreal to fill a large steamer every week.

Robert Cowans, manufacturer; John McKergow, merchant; Kenneth W. Blackwell, manufacturer; Peter Lyall, contractor; John Forman, merchant, all of Montreal; Charles Riordan, paper manufacturer, of St. Catharines, Ont.; and John Roaf Barber, paper manufacturer, of Georgetown, Ont., are applying for incorporation in Quebec as the Shawinigan Manufacturing Co., for the production of pulp, paper, carbide of calcium, acetylene gas, etc., with a capital of \$500,000. The chief place of business will be in Montreal and the works at Shawinigan Falls.

We have been shown a very fine sample of pulp from the mills of the Chicoutimi Pulp Co., which started operations on the 4th inst. The present daily output is 35 tons of dry pulp, and this is expected to be increased by the fall to 50 tons, and by next year to 120 tons. The whole of the year's output is contracted for in England. The company has now 100 men employed in the mills, and 200 in the woods cutting 13,000 logs, and by the end of the year expects to have a capital of a million dollars invested, with all the most modern machinery and appliances.—Quebec Telegraph.

Messrs. Spiro and Hilyard are negotiating with the St. John, N.B., City Council for the establishment of a pulp mill in that city. The applicants ask for 720,000 gallons of water daily at a yearly rate of \$750, and for a lease of Navy Island at a nominal rental, and for a promise that their taxes shall be on a basis of \$100,000 at the present rate for at least 21 years. The city fathers are now all looking up information about pulp mills, and the proposal has developed considerable discussion on the question of the Spruce Lake water supply, and as to whether or not the establishment of pulp mills on the harbor front will affect the fisheries. A committee has been appointed to look into the matter.

The importation of wood pulp into Great Britain 11 months of last year amounted to 349,890 tons, a considerable increase compared with the corresponding period of last year, when the quantity was 292,507 tons, the respective values being £1,741,306 and £1,507,414. During the year the arrivals from Norway amounted to 217,753 tons, of the value of £892,939, against 186,840 tons and £813,957 last year. The imports from other countries (including Sweden, Canada, United States) total up to 122,137 tons, of the value of £848,367, a substantial increase compared with the corresponding period last year, when the figures were 105,667 tons, valued at £693,457.

The Austro-Hungarian Government, being desirous of encouraging the manufacture of paper hangings in those countries, has declared itself ready to grant a concession to any firm willing to establish a factory there. This will take the form of a free gift of the necessary land for the buildings, together with immunity from all imposts, customs dues, etc. At present there is no establishment of the kind in Francis Joseph's dominions, and the annual value of the paper hangings im-

ported is said to reach £400,000. The extravagant import duty of 18s. per cwt. is at present levied. It is considered that this opening is an excellent one for the establishment of a company to take advantage of the concession.

Mr. Geo. R. Mereweather, superintendent of the E. B. Eddy Co.'s sulphite mills, was pleasantly surprised on New Year's eve when he was presented by the employes of the firm with a handsome writing desk and office chair and a beautiful silver ink bottle and blotter. The presentation was made by Messrs. J. R. McKay, A. Bethune and A. Harkins, a committee appointed by the men. Mr. Mereweather was taken by surprise, but made a very happy and suitable reply. The men then placed their genial superintendent in the chair and carried him on their shoulders to his home, where they presented Mrs. Mereweather with a magnificent oak arm chair. The men were then entertained by Mr. and Mrs. Mereweather, and a very pleasant time was spent.

A meeting for the purpose of organizing the Jacques-Cartier Pulp Co. was held on the 14th Dec., at Montreal, when Messrs. E. G. H. Penny, Robt. Law and Wm. Currie were elected trustees and Geo. McDougall secretary, to carry on the business till the Act of incorporation is secured. This company will operate the grand wood pulp mill at St. Jeanne de Newville, which has been sold to them by W. E. Bradley, C.E., for the owner, James Reid, of Quebec. The company proposes to put in some new machinery and double the output. American and German experts have visited the waterpower and pronounce it unique, as nature has done most of the engineering work by a natural tunnel underground, about 600 feet long, which furnishes a fall of 65 feet.

United States Senator Proctor, who is the principal man in the company that proposes to establish pulp, paper and lumbering mills and other enterprises at Grand Falls, N.B., operating them by the falls power, visited Grand Falls recently. He was accompanied by some of those interested in the project, and it is understood arrangements were made to push along the work. The original plans will probably be abandoned and a plant somewhat similar to that in operation at Niagara Falls will be installed. This can be done much cheaper. The company is now negotiating for the purchase of properties adjacent to the falls. It is expected a large amount of both English and American capital will be put into the Grand Falls enterprise, and some of those who are interested in the project believe that Grand Falls will become one of the liveliest and most progressive towns in the province.

The annual aggregate circulation of the papers of the world is calculated to be 12,000,000,000 copies. To grasp any idea of this magnitude we may state that it would cover no fewer than 10,450 square miles of surface; that it is printed on 781,250 tons of paper, and, further, that if the number (12,000,000,000) represented, instead of copies, seconds, it would take over 333 years for them to elapse. In lieu of this arrangement, we might press and pile them vertically upward to gradually reach our highest mountains. Topping all these, and even the highest Alps, the pile would reach the magnificent altitude of 490, or in round numbers, 500 miles. Calculating that the average man spends five minutes in the day reading his paper (this a very low estimate), we find that the people of the world annually occupy time equivalent to 100,000 years reading the papers.

THE AMERICAN NEWS SYNDICATE.

THE documents have, it is reported, been signed by all the parties, and the great syndicate, which is to control the market for news in the United States, is now an accomplished fact. The revised list of mills composing the syndicate and their daily output, in tons, is as follows: Glen's Falls, 273; Palmer's Falls, 135; Otis Falls, 150; Berlin Falls, 150; Fall Mountain, 100; Niagara Falls, 120; Rumsford Falls, 100; Franklin Falls, 60; Lake George Paper Co., 50; Montague Paper Co., 40; Webster Paper Co., 25; Falmouth Paper Co., 50; Umbagog Pulp Co.; Russell Paper Co.; Turner's Falls Paper Co., 15; Haverhill Paper Co., 40.

The name of the new organization is the International Paper Co.

One strong feature of this combination of the trade is that it will practically control all the water powers on the five great rivers in the east, outside of the Niagara; viz, the Hudson, the Connecticut, the Androscoggin, the Kennebec and the Penobscot. It will also have under control all the spruce timber lands of the east. It is the intention of the new organization to ask only a fair price for its products, simply to secure a fair return for the capital invested.

One of the features of the combination will be its ability to regulate credits and abuses which have crept into the trade. These include the exacting demands of a certain class of newspaper publishers, the carrying of stock in warehouse, the brokerage system, and the working capital, furnished to publishers by the trade. It is expected that there will be less renewing of notes, less time given for settlement and the absence of many other disagreeable features of the paper-making business.

The plan of operation of the company for the first year will be to permit the various companies to operate their mills and seek to regulate supply at the minimum cost of production. There will naturally be a great deal of detail work, and a great many changes effected in the operation of the plants. The officers will be appointed the first year by a committee of the mill owners, as there are no stockholders to elect at present. The second year the stockholders will elect the officers.

The new company is to be capitalized for \$35,000,000. This is to be divided up approximately as follows: Mill valuations, \$23,000,000; working capital, \$5,000,000; woodland and water powers, \$4,000,000; leaving about \$3,000,000 treasury stock with which to acquire new mill properties which may be wanted. Certificates are now being engraved for from \$10,000,000 to \$12,000,000 worth of 6 per cent. bonds. The rest will be issued as preferred stock.

SUCCESSFUL INDUSTRY.

The felling and sawing of logs for timber is not, however, the only form in which Canada's forest wealth can be given to the world. Recently there has commenced the growth of a new industry—the manufacture of wood pulp from spruce. In the United States also it has been started, but, in Canada, where the raw material is infinitely greater, and better in quality besides, pulp making is already more important, and must become much more important in the near future. Canada now possesses, at Sault Ste. Marie, the largest pulp factory in the world. Indeed, the United States is Canada's chief market for the product. Canada's total export last year (principally across the border) reached a value of \$675,777, and, in addition,

she sent away wood for the manufacture of the pulp to the value of \$627,865. When it is stated that so recently as 1892 the exports were only \$355,303 and \$219,458 respectively, it will be seen with what rapid strides this infant industry is progressing. And the figures to hand so far for this year show that the business is still bounding rapidly.

But these figures will read ridiculously funny in a few years, when the millions of acres of spruce awaiting the lumbermen shall have been brought, by enterprise and better transport facilities, within reach of the axe. For the possibilities of wood pulp are so varied. You do not know it much in England yet, though paper made principally of this material and various celluloid articles are not uncommon, but many more things than these can be made of wood pulp.

Meantime, Canada's Government should put an export duty on the wood. The United States admits it free of duty, and the United States knows what it is about.—Ernest E. Williams, in *The London Daily Mail*.

THEY DON'T RELISH THE IDEA.

News from Canada is to the effect that the Dominion is going to try to sell some paper in the English market. Her Lord High Commissioner (I hope the Canadian printers don't run out of "sorts" when they have to spell out that title) thinks that it is not reasonable that Canadian spruce should come across the border into the States, here to be made into pulp and then into paper, and in that form exported to England, to the

PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in
New Brunswick for sale.

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

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

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



Canadian Paper and Pulp News

Board of Trade,

. . . . MONTREAL.

profit, not of Canada, whence comes the material, but of America, where it is simply manipulated. So he is going to see about it. And as the official mentioned is an energetic gentleman, and moreover a wealthy and successful business man, he will undoubtedly stir the Canadians into action of some sort. Just what will be done of course no one can tell at present. May be exports of pulp wood will be prohibited. May be they will be heavily taxed. The present government is irresolute enough to be driven into doing almost anything. But the thing most necessary to be done in Canada, if an export trade is to be acquired, is to build new mills, big and modern ones. And it is rather significant that about all the progress that is being made in Canada in this direction at present is possible only because American capital has been enlisted. Undoubtedly, an extensive pulp and paper industry will be built up in Canada after a while, but who will own it, Canadians, English or Americans?—Paper Mill, N.Y.

BRITISH MARKETS.

Buyers continue to hold back, and there is a tendency on the part of sellers to relax in prices. The Scandinavian mills are increasing the output, and buyers calculate that the supply will, at no distant date, exceed the demand.

CURRENT NET PRICES, C.L.F.

	£	s.	d.		£	s.	d.
Sulphate and Soda, bleached, per ton	10	10	0	to	12	10	0
" unbleached, first, per ton	8	5	0	to	8	17	6
" " second, per ton	7	17	6	to	8	2	6
Sulphite, bleached	11	10	0	to	15	0	0
" unbleached, first, per ton	9	0	0	to	11	10	0
" " second, per ton	8	5	0	to	8	15	0
Pine, dry, in sheets	4	8	9	to	5	2	6
" 50 per cent. air dry, per ton	2	5	0	to	2	10	0
" extra fine, per ton	2	10	0	to	2	15	0
Brown, dry, per ton	4	5	0	to	4	15	0
" 50 per cent. air dry, per ton	2	10	0	to	2	15	0
Aspen, dry, per ton	7	0	0	to	7	15	0

UNITED STATES MARKETS.

NEW YORK, Jan. 3.—Trade is quiet, but a revival is looked for before the end of the month after stock-taking has been completed, and the balance sheets for last year prepared.

Chemical Fibre.—Market is unchanged. Foreign sulphite, bleached, No. 1, 3.25 to 3.30c.; No. 2, at 3.20c. Foreign soda, bleached, 3.90c.; unbleached, No. 1, 2 1/8c.; No. 2, 2c. Domestic sulphite, unbleached, 2 to 2 1/4c. Domestic soda, bleached, 1 7/8 to 2c.

Ground Wood.—There is a good demand for ground wood pulp at from \$14 to \$16 at the mill.

Chemicals.—Market continues dull. Bleaching powder, 1.87 1/2 to 1.95c., caustic soda at 1.87 to 2c., and alkali, at .75 to 80c.

Paper-making has redeemed more articles of waste to a useful life than any other branch of human industry. Paper can be made of anything that has a fibre. Over 50 kinds of bark are now used, while old sacking or bagging makes a good quality. It is also made from banana skins, bean-stalks, pea-vines, cocoanut fibre, clover and "timothy" hay, peat, straw, fresh-water weeds, sea weed, and more than a hundred different kinds of grass. Among the other materials that have been utilized as paper-makers are hair, fur and wool, asbestos, hop plants and any and every kind of grain—even leaves, husks and stems of Indian corn. Nearly every kind of moss can be made into paper, as can also sawdust, shavings, thistles and thistle-down, tobacco-stalks and tan-bark.

THE ST. JOHN SULPHITE PULP CO.

THE St. John Sulphite Pulp Co., Limited, has been registered in London, Eng., with a capital of £60,000, divided into 1,500 5 per cent. cumulative preference shares of £10 each, and 4,500 ordinary shares of £10 each; 1,500 preference and 3,000 ordinary shares have been offered to the public, and the subscription list closed recently. The directors are: John Galloway, of Seggie, managing director of the Guard Bridge Paper Co., Limited, chairman; Charles Anderson, of Fettykil, Leslie, and Thames Paper Mills, Purfleet, London; William Dennison Dixon, Markinch; Forbes T. Wallace, banker, director of the Guard Bridge Paper Co., Limited; Phillip Grosset, Leven, managing director.

The prospectus states that the company has been formed for the manufacture in Canada of sulphite pulp for the European market.

A site for the works has been secured at Mispic, seven miles east of St. John, N.B., extending to 24 acres or thereby, with valuable water power equal to 800 horse-power, taken at a minimum flow. The site, including water rights, was recently acquired by Mr. M. F. Mooney, of St. John, a practical pulp maker, who has had a long experience of the manufacture of sulphite pulp, both in Canada and the United States, and has been sold by him to the company at the price of £2,000, which sum he is to invest in shares of the company.

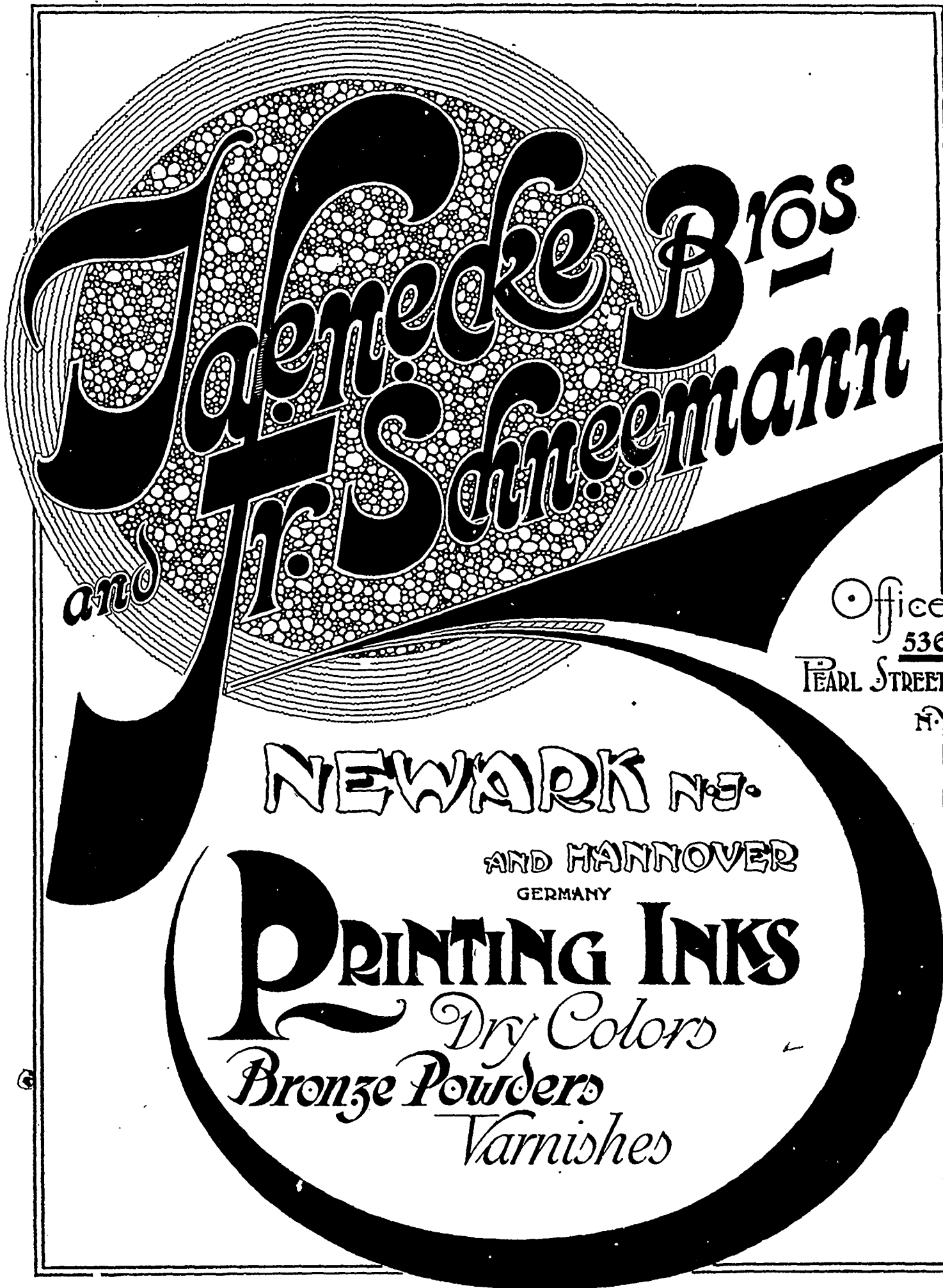
The principal supply of timber will be drawn from the St. John River.

Buildings will be erected to accommodate plant to produce 40 tons of dry pulp per day, but, in the meantime, machinery for 20 tons per day only will be put down. The buildings will be of stone and brick, and are estimated to cost £6,500. The machinery, plant, and utensils are estimated to cost £24,500. These figures are mostly made up from actual offers which have been made to Mr. Mooney and Mr. Grosset, of Penobsquis. The details have been carefully considered, and the cost fairly estimated. The cost of the machinery to double the output is estimated at £15,000. The erection of buildings and placing of the machinery will be superintended by Mr. Mooney, along with Mr. Philip Grosset, of Penobsquis, Canada, who has also a thorough knowledge of the manufacture of first-class sulphite pulp. These gentleman will manage the works after erection. The directors themselves are to invest £10,000 in ordinary shares of the company. Of the capital of £60,000 it is intended to issue at present £45,000—to meet cost of site, £2,000; cost of buildings, £6,500; cost of machinery, plant, and utensils, £24,500 = £33,000, leaving £12,000 for working capital.

The estimated cost of manufacturing sulphite pulp is £6 10s. per ton, including freight to Great Britain and selling commission. The output at 20 tons per day for 300 working days per annum, viz.:

6,000 tons at £6 10s. per ton, gives	£39,000
The selling price of 6,000 tons at £8 5s. per ton, delivered f.o.r. Great Britain gives	49,500
	£10,500
Deduct for dividend on preference shares	750
	£ 9,750

This calculation shows a return of 24 per cent.—Wood Pulp, London.



and

J. J. S. Schneemann Bros

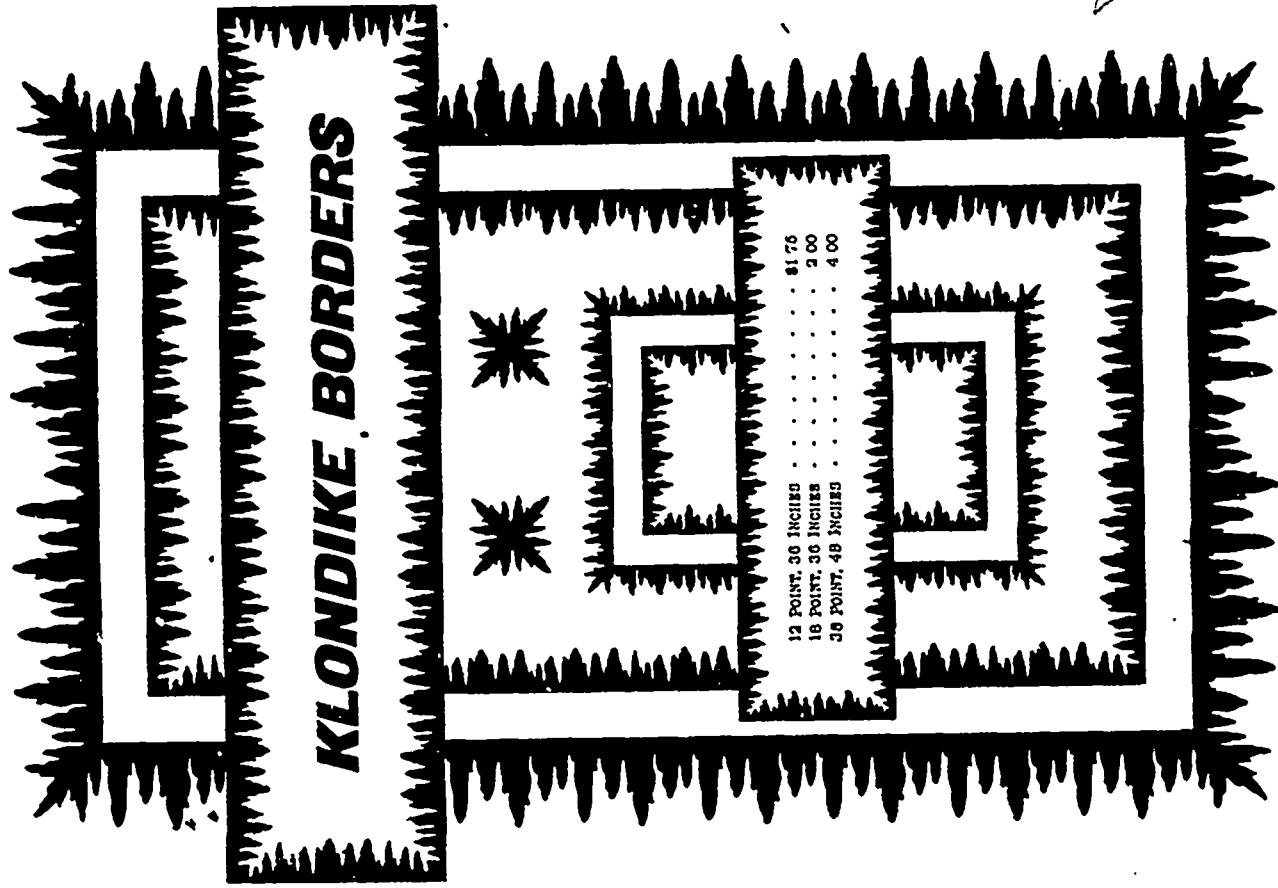
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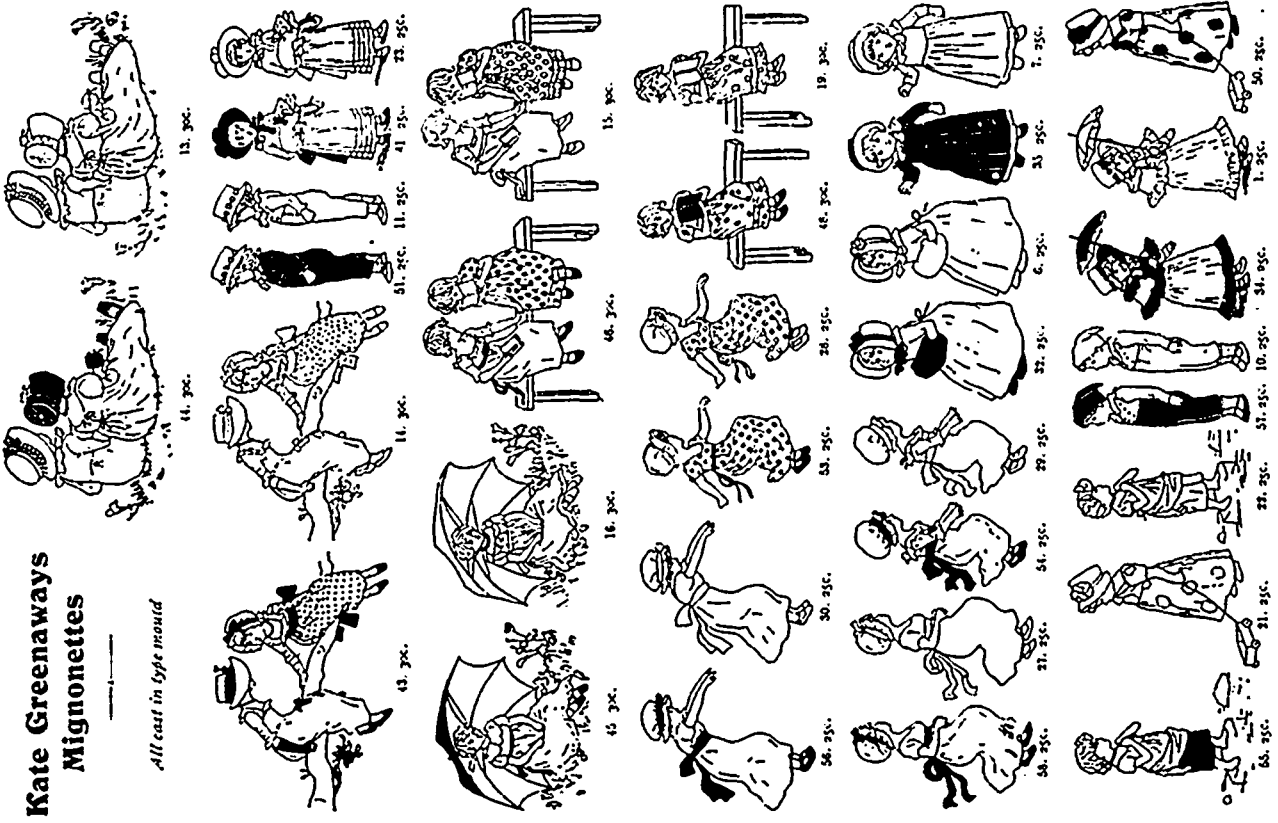
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