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# Printer and Publisher

VOL. VIII—No. 8

TORONTO, AUGUST, 1899.

\$2.00 PER YEAR.

## The MacLean Publishing Co., Limited

President, JOHN BAYNE MACLEAN, Montreal.  
Treasurer, HUGH C. MACLEAN, Toronto.

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

### OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building  
TORONTO, (Telephone 2148) 26 Front St. West  
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C  
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street  
WINNIPEG (J. J. Roberts) Western Canada Block.  
Traveling Subscription Agents (T. Donaghy, F. S. Millard.)

Subscription, \$2.00 per annum. Single copies, 20 cents.  
Cable Address "Adscript," London; "Adscript," Toronto.

## STATISTICS OF THE CANADIAN PRESS.

MR. GEORGE JOHNSON, the Dominion Statistician—an old newspaperman himself—has written an article on the press of Canada from which the following information is taken: There are in the Dominion 113 daily, 6 tri-weekly, 57 semi-weekly, 3 bi-weekly, 789 weekly newspapers, and three that come out semi-occasionally.

In addition to these, there are 27 semi-monthly publications, 210 monthly, 10 quarterly and two others, one appearing every other month, and one taking life so leisurely that it presents itself to its readers only once in six months.

The total periodical press equipment of the country numbers 1,219 publications, including The Klondyke Nugget and The Midnight Sun, of Yukon, the two most northerly of our newspapers.

In 1893 Canada had published within her borders, as "instruments of light and leading," 919 newspapers and other periodicals.

In five years the development has been 30 per cent.: roughly, one-third more. The daily papers have increased by 21, the semi-weekly and tri-weekly by 30 and the weekly by 193.

The daily journals are divided into morning and evening,

and of the 113 dailies 92 are issued in the evening and 21 in the morning. Some of the latter have evening editions as well.

In 1895 there were 92 dailies, 57 of which were evening. Sixty-two per cent. of the dailies were evening papers in 1895. They formed 87 per cent. in 1898.

Politically, the dailies divide themselves into Conservative, 37; Liberal, 42; and independent, 31, the others being class journals, financial and mining.

Speaking of the weekly and monthly journals with distinct characteristics of their own, Mr. Johnson points out that any division of the periodical press with special missions must necessarily be somewhat arbitrary, and must also be liable to duplication, some journals coming under two heads, as, for instance, "juvenile periodicals" and "illustrated periodicals"

The following resume will give an idea of the degree to which specialization has been carried on and the extent to which the general field of knowledge has been covered.

Agricultural and rural pursuits have 10 monthly and semi and bi-monthly, and 8 weekly papers, which discuss farming, bees, bugs, horticulture, live stock and other phases of country life.

The brotherhoods—Foresters, Oddfellows, etc.—have 25 of the monthly variety and 9 of the weekly.

Domestic and home interests are cultivated by 14 monthly and 8 semi-monthly journals and 1 quarterly.

The legal fraternity have 6 of the monthly blooming magazines to set forth with due lucidity the knotty points of law, judge-made and statute.

Of literary journals there are 19 monthly and 10 weekly.

Devoted to education there are 11 which issue monthly or semi-monthly and 1 which issues twice a year.

For fashion's devotees, there are 5 monthly, 3 weekly and 1 (Home Needle Work) quarterly. If our wives and daughters are not tastefully robbed by day and by night, it must be their own fault.

Free Thought does not seem to need (or secure) much advocacy through the press, since there is but one paper (a weekly) specially devoted to that subject.

Of Government official journals, there are three published in Ontario—The Patent Office Record, a monthly; The Canada Gazette and The Ontario Gazette, weeklies with occasional supplements. Each of the other Provinces has has one Gazette of this class. No notice seems to be taken of Hansard in the list of Government journals, yet as an inspirer of other papers

it holds high rank. Its queries by members and its answers by Ministers are as amusing as the joke column of any of our dailies.

Humor does not seem to need any special incentive, for there are only three journals whose particular aim is to tickle the mental ribs of the Canadian people.

Of illustrated papers there are 15 of the monthly varieties and 10 of the weekly kind.

The important subject of insurance has 5 special journals of the monthly sort and 1 daily to advocate its interests.

For the special delectation of the juveniles of the land, there are provided 8 monthly and semi-monthly periodicals and 3 weekly. Labor, with its hundred hands knocking at the gate of the morning, has 3 monthly and 5 weekly advocates.

Medical science has established 17 monthly periodicals, 1 weekly and 1 quarterly. Some of these are devoted to medicine, some to surgery, some to dentistry and some to the great subject of health.

Mining is not well represented by the number of our Canadian journals, though the excellency of those we have is beyond dispute. There are 4 of the monthly variety, 1 daily and 3 weekly.

Science generally has 8 standardbearers, 5 being monthly and 3 bearing witness quarterly.

Sport has four journalistic fighters to square off against all the world if its interests are attacked—1 monthly, 2 semi-monthly and 1 weekly.

Religion has 98 press missionaries, 54 of them monthly, 6 semi-monthly, 1 bi-monthly, 1 quarterly, and 36 weekly organs. In this branch there is some duplication, some of them being classed also among "Juvenile" and "Illustrated."

Temperance has 4 monthly and semi-monthly advocates and 1 weekly, not including *The Montreal Witness* and other newspapers which give prominence to temperance principles and the recent Plebiscite.

Trade and manufactures have their varied interests looked after by 38 journals of the monthly species, 16 weeklies and 1 daily.

College interests are conserved by 22 monthlies and semi-monthlies and one quarterly. Some of the names of these periodicals suggest anything but severe study. These are the ornithologically-named *Owl*, *The Pick-Me-Up*, suggestive of bar-rooms, and *The Sunbeam*, suggestive of boating and outing rather than of midnight oil, the burning of which is somehow associated with student life.

The last subdivision is that of the miscellaneous, of which there are 17 monthlies, some devoted to philately, some to military matters, some to stenography, etc.

Class journalism has grown rapidly. In 1885, there were 22 departments of knowledge, represented by 44 periodicals. In 1893, there were 40 departments, with 138 journals. In 1898, there were 338 periodicals representing the various branches of knowledge.

As to the religious press, the Roman Catholic Church has 11 monthly, 1 semi-monthly, and 11 weekly papers to keep watch and ward over the interests of that form of the Christian religion—in all, 23 journals. Five of them are in Ontario, 15

in Quebec, and 1 each in Nova Scotia, Manitoba, and Prince Edward Island.

The Church of England is guarded by 16 sentinels, 11 of them monthlies and 5 weeklies. Eleven of the whole are in Ontario, 1 in Quebec, 3 in Nova Scotia, and 1 in British Columbia.

The Methodist Church has established 14 guardians, 9 of them of the monthly class, and 4 weekly and 1 quarterly.

The Presbyterian Church finds 7 press witnesses for the Gospel of the Shorter Catechism, 4 monthlies and 3 weeklies; 3 in Ontario, 3 in Quebec, and 1 in Nova Scotia.

Divided among the other Protestant Churches or intended more or less for all are 37 journals, 23 of them monthly and 14 weekly. Twenty-five of them are published in Ontario: 4 in Quebec, 3 in Manitoba and the Northwest, and 5 in the Maritime Provinces.

The total number of the periodical press of Ontario has increased from 534 in 1893 to 661 in 1898, an increase of nearly 24 per cent.

In Quebec, periodical literature has had good development, the number of journals having increased from 150 in 1893 to 187 in 1898, an increase of over 24 per cent.

In the Maritime Provinces of the east, the number has increased from 134 to 164, about 23 per cent.

In Manitoba the increase has been from 56 in 1893 to 101 in 1898, over 80 per cent.

In British Columbia the increase has been from 29 to 66, over 127 per cent., and in the Northwest from 16 to 36, or 144 per cent.

#### THE PRESS EXCURSION TO THE COAST.

THE excursion of the Canadian Press Association to British Columbia seems to be a most successful and enjoyable affair, according to all accounts that have come east. A member of the party writes *PRINTER AND PUBLISHER* under date August 16: "We have just arrived here (Banff) after a very pleasant trip across the country. The people arranged drives for us at Portage, Brandon, Regina and Calgary and we had a splendid opportunity of seeing what the ordinary tourist thinks he sees and doesn't. At Calgary, to-day, I had an hour's ride on an Indian's pony, which I rented. It was a great treat. We have a splendid family aboard." The party are expected back in Montreal and Toronto about September 1.

Not only have the members been cordially welcomed, but they have created a favorable impression. The *Regina Leader* says: "A *Rat Portage* paper stated that the Canadian press excursionists were the best-looking crowd that ever passed through that town. It might be thought that the expression was a meaningless compliment, but the same remark was made by dozens of the people of Regina. Regina has had the privilege of meeting and showing courtesy to not a few journalistic aggregations within the last couple of years. The pleasure on every occasion was mutual, but there were reasons which made Tuesday's event the keenest pleasure of all. Tuesday's visitors were our own people. While their faces were, in a majority of cases, new to us, their names were all familiar; we already knew them through their papers, or by their published speeches. And, while Western Canada extends a welcome to the people from all lands, yet the glad hand is most eagerly extended to the people of the Eastern Canadian Provinces, the people into whose hands go the papers for which Tuesday's visitors write."

## THE CAREER OF A CLEVER MAN.

**M**R. W. THOMAS WHITE, manager of The National Trust Company of Ontario, Limited, is an ex-newspaperman who, though not far into his thirties, has had a varied and successful career. He has risen to his present position by sheer ability and determination to excel, and his record affords one more striking proof that the man whom the world wants and is always looking for is the man who does whatsoever his hand findeth to do with his might.

Mr. White was born near Bronte, Ontario, in 1867. His father, who was a farmer, died when Thomas was three years old, but fortunately the family were left under the care of a persevering, wise, and God-fearing mother, who gave her children that best of all things—a good bringing-up. Our subject, after passing through the public school, was sent to the Brampton High School, from which he matriculated into the University of Toronto in 1886. At school he displayed marked industry and an enthusiastic determination to master his tasks. Whilst putting in his first two years at the university, he taught in a night school and worked as a temporary clerk in the assessment department in order to eke out his slender means. In 1888 he joined the staff of The Toronto Evening Telegram, where he soon proved himself to be both indefatigable as a news-hunter and gifted as a writer. After spending two years on The Telegram, he went into the city hall as a clerk and toiled away at local improvement rates, gradually gaining a minute knowledge of assessment law, which was afterwards of value to himself and to the city. In the evenings he wrote for the press to add to his moderate income from the corporation.

Reentering the university in 1894, he completed his course as an extra-mural student, graduating in 1896 with the degree of B.A. The following Fall, he articulated with City Solicitor Caswell, and studied law until called to the bar last Spring. Mr. White distinguished himself as a law student by heading the honor list each year, winning a \$100 scholarship in the first and

second years, and carrying off the gold medal at the final examination. During his attendance at the law school he continued to hold his position in the Assessment Commissioner's office and performed all his duties in that capacity with credit to himself and profit to the city, discovering new areas of assessable wealth and new possibilities in the assessment law. After being called to the bar he was offered and accepted the managership of The National Trust Company.

Mr. White has a keen, analytical mind, well adapted for dealing with large business interests. Amongst his friends his reputation for unerring judgment and honesty of motive is very high. He is an able speaker—both fluent and lucid—and, had he chosen to follow law as his profession, there is no doubt he would have distinguished himself in that line of effort. Those who are intimate with him bear strong testimony to his kindliness, high sense of honor and unaffected sincerity. T.

### DINNER TO MR. BOYLE.

James Boyle, a former Canadian newspaperman, now United States Consul in Liverpool, a post to which he was appointed by President McKinley, whose private secretary he used to be, was entertained to dinner at the National Club, Toronto, August 14, by a number of Canadian journalists and others. Mr. E. E. Sheppard occupied the chair, and Mr. J. S. Willison, the vice-chair, and among those present were: Messrs. C. W. Taylor, W. F. Maclean, M.P.; Sanford Evans, J. T. Clark, F. Gadsby, G. N. Morang, F. W. Diver, J. L. Counsell, J. Montgomery, Dr. Beattie Nesbitt, James Murray, Col. Sewall, Judge Nash, of Ohio; Col. Marriott, of Delaware; Col. Schofield, etc.

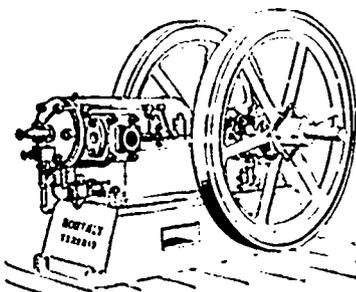
### GLOSSY BLACKS FOR PHOTOGRAPHING.

In drawing for reproduction by the half-tone process it is desirable to get glossy blacks, and it is suggested that this object may be attained by the following method: Take the yolk of one egg and mix thoroughly with an equal quantity of linseed oil varnish. Next, take black pigment in fine powder, grind it in water rather thickly, and mix the two well together. Use this for painting in the blacks, and it will have a lustre when dry. At the same time, it may be mentioned that Chinese white will photograph with greater purity if a little blue be added to it. Ultramarine or cobalt are suitable blues, and only a very little is required.

## Reliable, Economical Power for Printers.

NO FIRE. NO ENGINEER. NO DIRT. NO ASHES.

The Northey Gasoline Engine is being used with excellent results in both Newspaper and Job Offices. It is smooth running, easily controlled and costs little—less than 2 cents per h.p. per hour. Has no complicated features. Can be shut down on the instant or set going at full speed as readily. Made in all sizes. All parts interchangeable. Runs practically with no attention. Takes up little space. Can readily be moved about and is noiseless. Booklet and every information upon request.



"Built for Hard Work."

The Northey Mfg. Co., Limited, 1897 King St. Subway, Toronto

## THE ADVERTISING ARENA

### ONE WAY TO DO IT.

COUNTRY publishers, says Profitable Advertising, frequently write for information on the question: How can we convince our merchants that advertising pays?

The answer is not easily found. Country merchants, as a rule, are limited in their opportunities to expand, and if they think they are doing all the business that it is possible for them to do, it is a difficult matter to change their opinion. Of course, there are many theories extant on the subject, but very few of them are of any practical use.

We believe, however, that there is a way out of the difficulty for any good country newspaper that has the courage to try it, and in reply to numerous inquiries, we will make a suggestion that seems to us both practical and effective. Here it is:

Let the publisher go to as many merchants as he desires, and make this proposition: "You don't believe it: could you pay you to advertise? Very well; but I differ from you, and am willing to prove that I am right. Now, I will give you a column advertisement in my paper every week for a year, the advertisement to be carefully prepared and changed weekly. If, at the end of the year, you find that your business has materially increased, you will pay me my regular rates for the advertisement. If your business shows no increase, I will not charge you a cent."

That is a fair proposition, and it seems incredible that the merchant would not accept it at once. Should he do so, the publisher must see to it that the allotted space is properly filled each week, giving the matter his personal attention and assisting the merchant in the preparation of his advertisements. If the year's campaign is vigorously and judiciously conducted, the publisher will be a sure winner.

As we remarked before, to adopt this plan will require some courage on the part of the publisher, but it is the only practical reply to the question that occurs to us at this time.

### THE RIGHTS OF THE ADVERTISERS.

Editor *PRINTER AND PUBLISHER*.—In your June issue, a letter appears from J. McConnell, the advertising manager of "Semi-Ready," and, as you state at the end of the letter, the question has two sides, and I would like to make a few remarks in regard to the other side. He states that perhaps two-thirds of the custom tailors who are advertising in Montreal do so simply because "Semi-Ready," as an advertised article, is cutting into their trade and forced them to it.

I have been reading the Montreal papers pretty closely during the last six years, and, in opposition to this statement, will say that only one new advertisement, to my knowledge, has appeared since "Semi-Ready" came into existence. There were custom tailors of good standing advertising in the Montreal papers six years ago, and their ads. appear in the papers of today, so that, with the exception of this one, Mr. McConnell's contention that "Semi-Ready's" advertising made them use the papers is erroneous. Of course, Mr. McConnell may object

to the ad. of a rival firm following his in the paper, but let us apply this to any other line and see how it would work out. Take up *The Star*, for instance, and on the front page you find "Salada" tea advertised, and on the same page, probably next to it, you find "Monsoon" tea advertised. Now, does anyone imagine for one moment that "Salada" would object to the "Monsoon" tea being on the same page or following their ad.? Or, take any of the retail dry goods stores, who are really the largest advertisers in any city, would any one of them think of telling a newspaper that the ad. of an opposition house must not appear on the same page as their's or following their ad.?

After reading Mr. McConnell's letter it made me think of a baby with a new doll: He had the only one of that description, but the following day another baby had a doll similar to it and this displeased him.

The above are a few of the thoughts that struck me on reading Mr. McConnell's letter, and I hope some others will have something to say regarding it.

ADVERTISER.

### OBNOXIOUS ADS.

The Kingston Evening Times refers to the views expressed in this column relative to the ads. of injurious preparations for women and men, and states that none appear in its columns. It points out to parents the clam which papers refusing to insert these ads. have for circulation in the home. The Times is quite correct in its line of argument. During recent years there has been quite a perceptible tendency amongst readers of newspapers to resent the license that has too often prevailed in the insertion of printed matter. The clean paper fills the first place. The most enterprising journals in Canada are particularly careful to omit purient matter. News of a scandalous or indecent character is ruthlessly cut down or left out altogether. Why is not the same rule rigidly applied by all papers to their advertising columns?

### GOOD SUMMER BUSINESS.

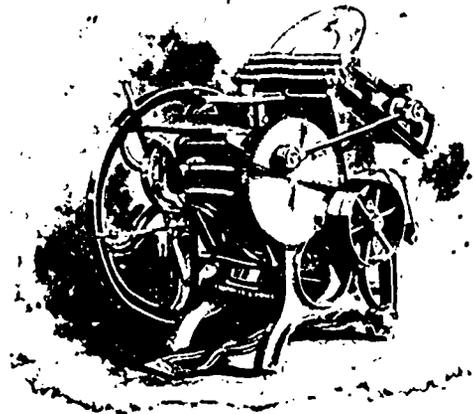
The prosperous condition of the country seems to be reflected in the advertising columns of Canadian newspapers. Retail advertising has slackened very little during the hot Summer months, and there is an unusually large amount of general business being placed. A. McKim & Co. are sending out orders to Northwest and Maritime Province dailies for Henry Birks & Son, a large firm of jewelers in Montreal, who are working up a mail-order business. McKim's agency is placing large advertisements with Montreal dailies for Hatch's "Protose"—a new food product. The same agency has secured a Canadian appropriation from A. E. Little & Co., of Boston, and is advertising the celebrated "Sosis" shoe in magazines and women's papers.

### A NEW SOURCE OF REVENUE.

F. C. Silcock, ex-manager of "Bovril," has secured the backing of several Montreal capitalists and is preparing to place a new fluid beef, called "Oxol," on the market. The company

DIVIDENDS THEIR SPECIALTY.

# Chandler and Price Presses



**Noteworthy Facts**

Over 10,000 in satisfactory use.  
13 years on the market.  
None for sale second-hand.

**Noteworthy Reasons**

The Press is built honestly.  
The Press is built to wear.  
The Press is built to produce.  
The Press is built with all the essentials,  
without non-essentials . . . . .

## The Standard in Job Presses

For sale by dealers only.

**CHANLDER & PRICE CO.**

Manufacturers of High-grade Printing Machinery.

CLEVELAND, O., U. S. A.

# BUSINESS NEWS !!

...Of any kind that is of value to business men supplied by our Bureau. We can give you market quotations from any town in Canada, reports from the city markets, stock quotations, etc You can get

commercial news from any Canadian paper through us.

Write us, giving us particulars of what you want and where you want it from, and we will quote you prices by return.

"Clippings from any Canadian paper on any subject."

**The Canadian Press Clipping Bureau**

505 Board of Trade Bldg.,

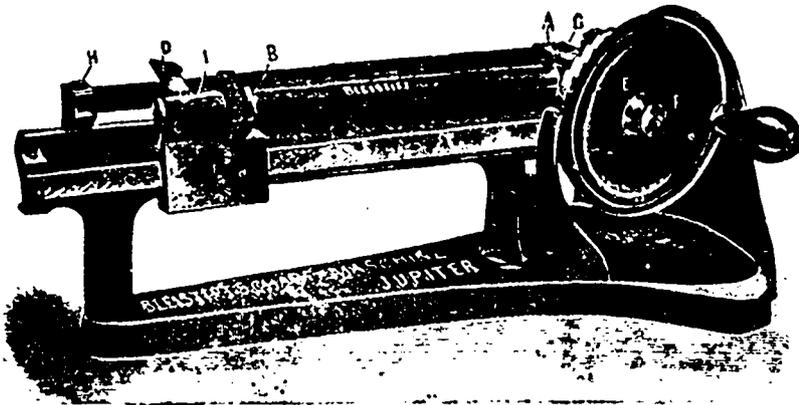
**MONTREAL.**

Telephone Main 1255.

will be called the Oxol Fluid Beef Co., and its office will be at 9 St. Peter street, Montreal. The directors are: H. H. Wolff, Peter Mackenzie, F. C. Silcock, Robert Anderson Dickson, Wm. Ross, Wm. Selater, Berthold Marcuse. The capital of the new corporation is \$50,000. While in charge of the advertising for "Bovril," Mr. Silcock made a name for himself as a prodigal spender, but, unfortunately, his tastes lay in the direction of book, programme and "scheme" advertising, so that the returns were by no means commensurate with the expenditure. It is understood that the Oxol Fluid Beef Co. will make a substantial appropriation for advertising, and that it will be placed through an agency.

#### A NEW PENCIL-POINTER.

LAMPLOUGH & McNAUGHTON, Montreal, have recently been appointed sole Canadian agents for Guhl's patent pencil-pointing machine "Jupiter." It is the most complete and satisfactory invention for the purpose which has probably ever been placed on the Canadian market, and, while rather expensive for ordinary office use, it should prove most valuable in an architect's or other office where pencils are used



New Pencil Pointer—Lamplough & McNaughton, Montreal.

to any considerable extent, as it not only does most satisfactory work, gives a sharp, firm point, but can be operated by anyone without practically any waste.

Put the pencil into the two holes A and B. Take the pencil in your right hand and put the end to be pointed into hole A, then draw taper of the carriage over the other end of the pencil till hole B fits tight to it, turn the wheel rapidly and easily with your right hand and press with one finger of your left hand easily on lever D. You will soon turn the wheel rapidly and easily without shaking the machine on the table. By seeing how the point is formed, you can readily adjust it either very sharp for drawing or not so sharp for writing.

Some of the advantages of this machine are that it is simple in operation, gives a firm point of any desired fineness, will accommodate any size or length of pencil with equally satisfactory results, collects all shavings and lead, thus preserving cleanliness to hands, table and floor, works correctly and rapidly and will last in good order for a long time. Its construction is solid and accurate, and it can be placed firmly on any table without fastening.

Lamplough & McNaughton will supply all needed information upon application.

#### VISIT OF BRITISH PAPERMAKERS.

The visit of British papermakers to Canada and the United States has been postponed, not abandoned. Mr. S. Charles Phillips writes *PRINTER AND PUBLISHER* that about June 1 next year he has no doubt a thoroughly representative party of manufacturers of paper will cross the ocean. This year it was impossible to find accommodation on the ocean lines for a large party. Mr. Phillips thanks the Canadian and United States members of the trade who have invited their British brethren over, and believes that if the invitation is renewed for next year it will be accepted. He leaves England for this continent about September 20, so as to make arrangements well in advance.

#### NOTICE TO THE TRADE.

The Campbell Printing Press and Manufacturing Company, sometimes called the Campbell Company, very largely advertised a certain press called the "Century" and sold quite a number of the same.

The merit of this Century Press consisted in the fact that it contains the Miehle patented bed movement.

The Miehle Company brought suit against the Campbell Company for making and selling this Century Press, and after a hotly contested litigation the United States Court at Chicago has just decided and decreed the Campbell Company's press to be an infringement of the Miehle Company's patent, and ordered an injunction to issue against any further manufacture and sale of the said press. Notice of this suit was given in the trade papers at the time it was entered.

#### HOSPITABLE TO ALL.

The hospitality of the West is proverbial, and this Summer it has been well tested by press excursions. Among those associations which took trips to the Coast was the National Editorial Association of the United

States. They entered Canada at Lytton, B.C., and Mr. Walter Scott, representing the Western Canada Press Association, met the party and accompanied them east to the Manitoba boundary. This piece of courtesy, as well as the receptions at various points, pleased the visitors much. A special silk badge embodying a welcome to Canada, with a design showing the two flags crossed, was presented to each visitor from the Western Canada Association. All the arrangements were worthy of our Western brethren.

#### INTERNATIONAL PRINTING PRESSMEN.

James H. Bowman, president of the International Printing Pressmen's and Assistants' Union of North America, was in Toronto on August 19, and during the evening was entertained at an informal supper by the local members of the union in the Temple building. J. W. Williams, chairman of the committee, presided, and during the evening addresses were made by Thomas McKenna, president of the Printing Pressmen's Union, No. 10; W. A. Soley, president P. P. A. and F. Union, No. 1; T. E. Davis, president Web P. P. Union, No. 1, and D. J. O'Donoghue. In reply to the expressions of welcome tendered him, Mr. Bowman returned thanks and expressed the hope that the union label would be protected by all union men.

THE CANADIAN

# Brown & Carver Cutter . .

BEST IN  
THE WORLD.

IN simplicity of mechanism, accuracy of work, speed, ease of handling, and elegance of design the Canadian Brown & Carver cutter is unequalled.

The compact arrangement of parts, solidity of frame, noiselessness of operation, and the uniformly positive stroke of knife, determined by a crank motion, are its distinguishing features.

Interlocking clamp and back gauge allow work to be cut to one-half inch.

Removable plate under clamp for fine work.

Clamp is balanced to run entire distance up or down with one spin of wheel.

Grooved table keeps sheets from wedging under gauge. Smooth table to order.

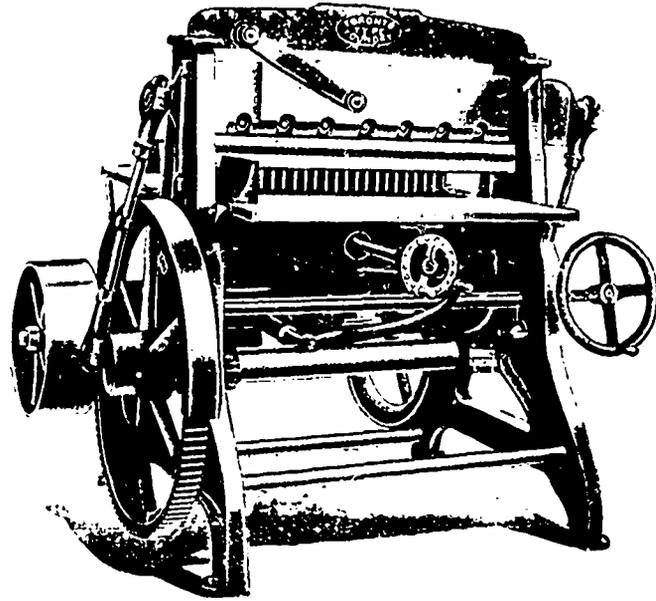
Screw and wheel divided to sixteenths for moving back gauge.

Simple and quick adjustment of knife by a turn of the connecting rods outside.

Back gauge in two parts on stock machines; in three parts to order.

Cut gears, friction clutch, steel shafts, brass rule, case-hardened bolts.

All machines subjected to a running test before leaving the works, and guaranteed on every kind of work, from tar-board to the finest lithograph or label work.



**SPECIFICATIONS.**

SIZE OF MACHINE.	APPROXIMATE SHIPPING WEIGHTS.	PULLEYS, DIAM.	BELT WIDTH.	SPEED OF PULLEYS.	FLOOR SPACE		PRICE OF KNIVES.
					WIDTH.	DEPTH.	
38"	3,400 lbs.	20"	3"	160	5' 8"	6'	\$15 35
50"	4,700 "	24"	4"	175	6' 8"	7'	22 05

Each cutter furnished complete with knife, oil can, and wrenches, and delivered skidded and boxed f. o. b. cars Toronto, Ont. No overhead pulleys or fixtures of any kind are included. **PRICE ON APPLICATION.**

**Toronto Type Foundry Co., Limited**

44 Bay Street, **Toronto, Ont.**

MONTREAL—787 Craig Street.  
WINNIPEG—175 Owen Street.

BRANCHES

VANCOUVER, B.C.—116 Columbia Avenue.  
HALIFAX, N.S.—146 Lower Water Street

## NEWS OF THE MONTH IN BRIEF.

### NEW PUBLICATIONS.

**T**HE HERALD is the name of a new semi-weekly published in Nanaimo, B.C., by E. T. Sarle.

Keewatin, Ont., is now the proud possessor of a bright weekly called The Minstrel. The Plaindealer is another new weekly which has begun life in Strathcona, N.W.T.

The British Columbia Methodist Conference has authorized the starting of a new monthly. The first issue has appeared. Its name is The Methodist Recorder, and the editor is Rev. J. P. Hicks, of Victoria.

### BUSINESS CHANGES.

Fred B. Elliot is the new proprietor of The Cobden Sun.

R. E. Gosnell, formerly Provincial Librarian, has bought out The Greenwood, B.C., Miner.

Adolphe Reiss has registered as proprietor of The Canadian Weekly Publishing Co., Montreal.

L. H. McNamara has purchased The Bruce Herald, of Walkerton, Ont., from W. R. Telford.

Hurley & Watkins have bought out The Keyes-Somerville Printing Co., Limited, Brantford, Ont.

The Laurentide Pulp Co., Limited, Grand Mere, Que., have increased their capital stock to \$1,600,000.

Leonard S. Channel has registered as proprietor of The Legal Review Publishing Co., Sherbrooke, Que.

Edward F. Jones has been appointed liquidator of The Daily Record Printing and Publishing Co., St. John, N.B.

The Home Companion, a monthly magazine published at Montreal in the interests of Canadian women, is dead.

The Newfoundland Wood Pulp Co., Limited, St. John's, Newfoundland, have made a trust deed to secure issue of debentures.

J. Wilkinson has sold The St. Thomas Times to A. E. Wallace of the Atlas Loan Co. F. E. Johnson continues in his post of city editor. It is said that \$25,000 was paid for the plant, good-will and building.

Thos. W. Whally, formerly editor of The Dundas Star has purchased The Arthur Enterprise from M. C. O'Donnell, Mr. O'Donnell's farewell to his readers is one of the best valedictory editorials that has appeared for some time.

Thos. G. Fawcett, formerly Government commissioner in the Yukon, has purchased The Niagara Falls Record. This paper was formerly published by David Brown, and since the latter's death has been under the management of D. H. Walker.

### IMPROVEMENTS AND SPECIAL ISSUES.

The Parry Sound North Star issued a special mining edition, profusely illustrated. The Star has done much to draw the attention of the outside world to the mineral possibilities of the district. This number surpasses all previous efforts.

The Orange Sentinel celebrated its 25th year of publication by issuing a special number July 27. The illustrations, especially those of Sir Mackenzie Bowell, Goldwin Smith, and Hon. Clarke Wallace were extremely well done; the reading matter

has been well chosen and written, and the whole number is exceedingly creditable to the printing and editorial departments of The Sentinel office.

The Truro Daily News has adopted the eight-page form, a change which considerably enlarged and improved the paper. It is a newsy paper, well-condensed, and deserving the favor of its locality. Truro being only two hours' run from Halifax, the large dailies there come into town early, and, therefore, a local daily must have features of its own to stand the competition. The News is complete in every respect, although, if space permits, a little more editorial would be acceptable.

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

### FOR SALE.

**FOR SALE**—Cylinder Press, Taylor—will print 5-column quarto; perfect order; does nice work; hand or power. Very cheap for cash or suitable time. Apply **PRINTER AND PUBLISHER, Toronto.**

### LIVE NEWSPAPER WANTED.

**ADVERTISER** WOULD LIKE TO HEAR OF WEEKLY OR DAILY paper with good prospects in a good town. Address "Buyer," care **PRINTER AND PUBLISHER, Montreal.** (8)

### SITUATION WANTED.

**I WILL BE OPEN FOR ENGAGEMENT** SHORTLY AS **BUSINESS-** manager of a first-class newspaper, or of the advertising department of a large concern. Have an all-round editorial, business and advertising experience. Have successfully handled the advertising of several of the largest Canadian advertisers. Am familiar with entire advertising field of Canada. Looking only for best kind of connection. Address "Manager," care **PRINTER AND PUBLISHER, Montreal.** (8)

# "Photo Book"

is the only satisfactory substitute for coated paper, which it excels in durability and bulk, besides being much cheaper.

Try it for Fall Advertising Pamphlets. . .

Prompt shipment and careful attention to  
**LETTER ORDERS.**

**CANADA PAPER CO.**  
LIMITED

Toronto

and

Montreal



# Why Not Have the Best?

and fineness that are required to turn out the best grade of printing. They give entire satisfaction to all who use them.

What pressman can turn out good work with poor ink? The price of the best inks is such that every good printer can afford to buy them.

**Ault & Wiborg's** are the best and the cheapest. They have the superior working qualities

## Ault & Wiborg.

### TORONTO TYPE FOUNDRY CO.

Sole Agents for Canada. Limited

 A full stock kept at all branches.

**QUALITIES OF A GOOD PREMIUM.**

An authority on the choice and acceptableness of premiums, to be offered as inducements to subscribe to a periodical or for some similar object, has compiled specifications to which the article should correspond. In selecting premium goods, he says, it has always been his practice to look out for an article :

First.—That would be likely to suit the majority of readers.

Second.—An article that would not cost too much in expressage. Bibles and books as a rule cost from 20 to 40c. in postage or expressage, and in using them one is naturally disappointed in feeling that so much profit is being spent in transit.

Third.—An article not too expensive, but with good retail value.

Fourth.—An article that would be sure to give satisfaction.—Newspaperdom.

**A P. E. ISLAND GRIEVANCE.**

The telegraph arrangements between Prince Edward Island and the mainland are of such a nature that the Charlottetown newspapers cannot get the press despatches at night. Telegrams are only sent between 9 a.m. and 5 p.m. After that hour electric communication with the outside world is suspended, and yet the telegraph company enjoys a subsidy of \$2,000 yearly. The rate for private telegrams is also high: \$1 per message to Boston. At a meeting of the Maritime Board of Trade at St. John, August 18, a committee to memorialize the Government was appointed.

**PRINTING PLANTS FOR ATLIN.**

The Toronto Type Foundry Co. Limited's branch in this city has in hand two orders for job printing plants for the north. One is for Cowan & McKay, of The Atlin Claim, who are finding prospects so good that they feel warranted in putting in a complete outfit of job type and presses and a stock of printing papers. H. A. Darms, of Dawson, is the other printer who is putting in a plant. He does not go in for printing a newspaper, but will confine his attention to commercial printing. Both outfits will go north at an early date.—The Province, Vancouver, July 6.

**ONTARIO PRINTING CONTRACT.**

Warwick Bros. & Rutter have again secured the Ontario Government printing contract. The tenderers and the figures at which they tendered were as follows: Warwick Bros. & Rutter, \$53,393.32; Methodist Publishing House, \$57,546.61; Hunter, Rose & Co., \$63,098.15; Murray & Co., \$63,700.31. In late years the printing has cost from \$60,000 to \$75,000, and it is estimated at the Department that the new contract will reduce the cost by from 15 to 20 per cent. The contract runs for three years, and the Legislature may renew it for a further term of three years.

A sensible demand on advertisers is made by The Northampton (Mass.) Gazette, which in a published notice advises advertisers that hereafter wood-mounted cuts will not be accepted in that office for insertion in display. Merchants are asked to procure metal-mounted plates from houses furnishing them illustrations.



THIS CUT REPRESENTS AN OAK CABINET  
CONTAINING A COMPLETE RANGE OF

Samples  
of . . .  
Printers'  
Stock.

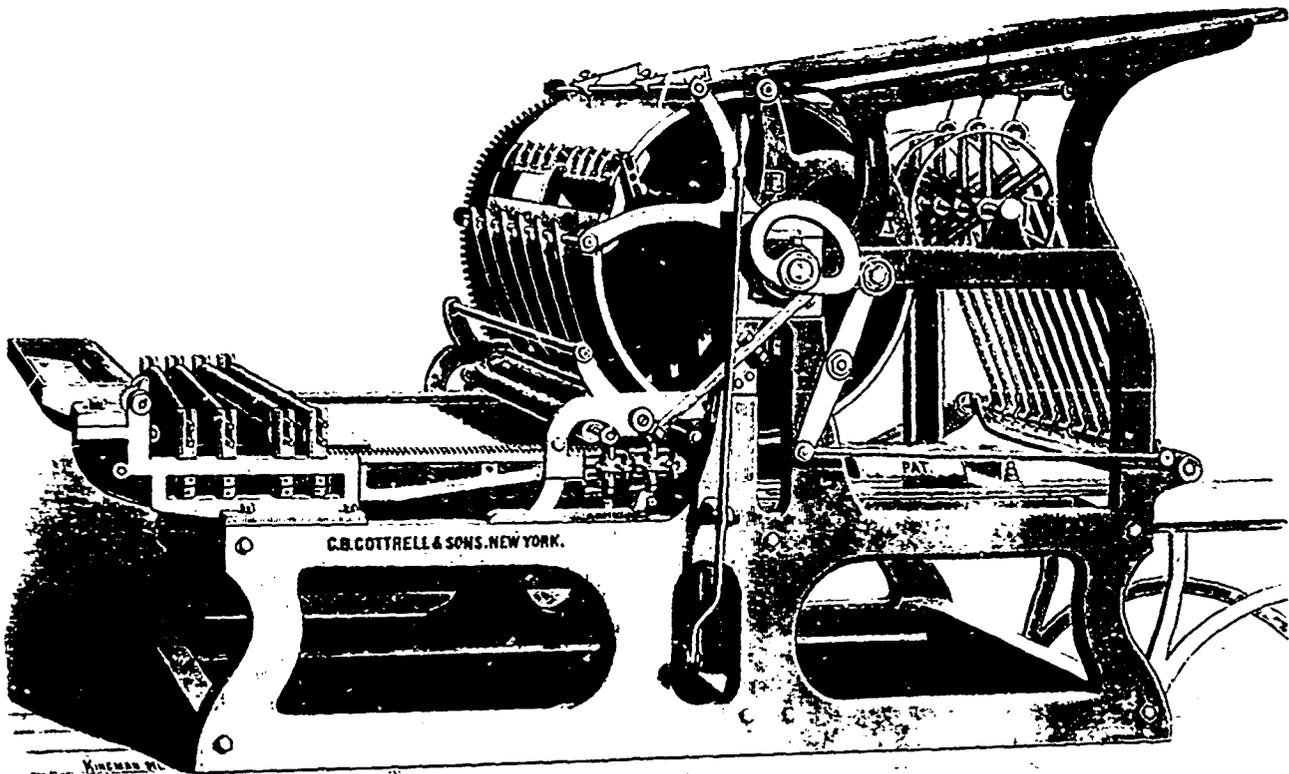


Buntin, Gillies & Co.

HAMILTON

ARE SUPPLYING THESE TO CUSTOMERS.

# The King of Country Presses.



## The "Triumph" Country Two-Roller Press. NEW SERIES.

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

The press is supplied with our Patent Air-Springs, with an automatic throw-off that releases the pressure when the press is stopped, and the pressman can move the bed to and fro without compressing the spring; when the press is started the spring is applied automatically.

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

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

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

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

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

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

Size of Machine, 5. Size of Bed Inside of Bearers, 33 x 47 inches. Size of Form Covered by Two Rollers, 28 x 43 inches.  
Prints 6-column quarto. Price, \$1,300, subject to cash discount.

The price includes rubber or felt blanket, wrenches, 2 sets composition roller stocks, roller molds, or one set of cast rollers in lieu of molds; boxing and shipping f.o.b. cars Toronto

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

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

## THE PRINTING DEPARTMENT.

### THE COUNTRY PRINTER AND THE APPRENTICE.

Written by one who Knows.

IN this advanced age in the art of printing, it is remarkable the number of printers in the small towns in this country who apparently ignore all progress in the way of turning out up-to-date printing and make a profit thereby. As a result he is often chagrined to see some of the printing of his town sent to the city printers. Without any thought or consideration of the cause of this, he complains of the lack of support to home industry shown by the business men of the town. If, instead of grumbling, he would go to work to find out the cause of this, he would often find that the fault lay at his own door.

The work turned out by the country printer is often done in a rather slipshod style, and not in such a manner as would be likely to draw trade. Too often his journeyman is a half-educated printer with little or no knowledge of the art of setting up a good job as it is done in the modern printing office. In order to obtain the best results, the country printer should have at least one good practical printer, with the trade at his fingers' ends; a man with original ideas and able to turn his hand to any branch of the business. The results in the quality of the work turned out would more than compensate, by the increased orders it would bring, for any extra salary paid. Not only this, but a man who knew his business could turn out almost double the work that a poor printer would. The advertisements in the paper would also be of a higher order, if placed by an experienced hand, and would bring better results to the merchant, who would be more likely to increase the size of his space.

The stock would be better taken care of and being utilized to the best advantage would give the public a higher opinion of the class of work turned out.

Another consideration is that of the apprentice who has started in to learn the trade. Too little attention is given to the proper education of the apprentice in the country printing office. He is generally taught to set "straight matter," and is given no insight into job work, or any of the other important branches of the trade. When he has served four years he is turned out to seek his fortune elsewhere, and, as a rule, he does not travel far till he finds out that he comes far short of being a practical printer, and if he has force of character enough to keep him from becoming disgusted, and seeking employment as a common laborer, he is compelled to go in as a "two-third" into some good printing office. Here he gets remuneration enough to pay his board and clothing and nothing more, and too often a poor show at the parts of the trade he is lacking in, and is generally the first man laid off when the slack season comes. When he has served a certain number of years he is compelled to join the printers' union. He can't work in a union shop for less than the scale of wages set by the union, and the employers are unwilling to give him employment at the same rate of pay as an educated printer, and thus handicapped he travels from one shop to the other till eventually he picks up enough knowledge of the art to become foreman of a country weekly. He becomes a menace to the progress of the craft all through the greed and

selfishness of the man with whom he was supposed to learn the trade

### PROFIT FOR THE SMALL PRINT SHOP

One of the problems that continually faces the master of a small print shop is the doing of large work on a small cylinder. He has to do it at a price to compete with large cylinders, and he cannot put it on a large cylinder because he hasn't one. The best way to put the small cylinder on a par with the large one is to increase its speed. A pony press, well built, and set on a good foundation, with the springs properly adjusted, and kept well oiled, will bear a lot of rushing without injury. To get the speed it is necessary to train feeders especially for the work. The average feeder thinks he is doing well to put down the sheets at 1,500 an hour, but feeders can be trained to put them in at 2,500 an hour, without material loss of register, and, with care, a pony press should stand this as a permanent speed. When so run, the results are as economical as when presses of twice the size are used at nominal speeds. Few pressmen appreciate what there is to be gained by training feeders, or realize that men can be got to put in sheets hour after hour at the speed named. Of course, it is hard work, but it can be done, and by young fellows who are not specially gifted. They simply require to be taught the niceties of speed-getting, and to have the speed of the press increased for them regularly, say by gains of 50 an hour, until the limit of their capacity is reached. Most offices are not equipped for such small changes in speed. The step-pulhes in common use are, perhaps, graded to give speeds of 500, 1,100 and 1,400, and the feeder who cannot jump 300 at once and get on to the higher speed continues to run at a lower rate. It will pay any proprietor of a small print shop who has a pony cylinder to put in a new set of pulhes or an electric motor, and speed up his press to the limit of safe running, training the feeder gradually to the work.

There is a feeder in New York City who shoves blotters into an eighth Gordon at the rate of 4,200 an hour. That is too fast for either the press or the man to maintain, but such small job presses may be run at 2,000 to 2,500 an hour without injury, and the writer once employed a feeder who used to run a quarto at a belt speed of 2,500, feeding a full-sized sheet to the press. Of course, there are those who will tell you that it is simply breaking up presses to run them so fast, but a pressman who knows his business will keep all bolts tight and allow no cutting of bearings, and reduce the speed when the jar is too great. It is not the speed that wears out the presses; it is the unfavorable conditions of springy floors and poorly oiled bearings. If these are looked after properly, there is little to fear from high speeds.

Every small printer wants to be a big printer, and to enlarge and develop his business. Perhaps, one in a hundred of them may succeed in doing this. In the very nature of things, it is impossible for many to secure such growth. Thirty-three years ago, Joseph J. Little, president of the New York Typothetæ, was a small printer; to-day, he controls one of the finest printing establishments in the world. This could not have been 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.

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

**If you Want to Learn Anything About Advertising.**  
 If you are a free man and still want to get business of any kind advertising, all I want to know how to advertise and make money to if you are an employe and expect to get to be boss for yourself let if you want to get into a new and profitable profession, we furnish the formula. The accumulated knowledge on the subject. Instructions come to a nothing. Total of information will be sent free.  
 Address Advertising World Publicity Club, Columbus, O.

# Newspaper Printing

The MacLean Pub. Co.  
 Limited  
 Printing Department  
 MONTREAL...  
 AND TORONTO

All kinds of Newspaper Printing done with care, accuracy, and speed. An immense stock of fancy type. Fast machinery. Every facility for the printing and publishing of weekly, bi-weekly, or monthly journals.



Estimates given on application to

THE MANAGER

Printing Department

The MacLean Publishing Co.  
 Limited



# Toronto Engraving Co.

92 BAY ST.

Would like every newspaper publisher in the land to ask them about their New Process Half tone Newspaper Plates.

QUALITY FIRST-CLASS. PRICES RIGHT.

Phone 2893.

result of chance; it was because he made the most of every opportunity. Somebody has said that Fortune knocks once at every man's door. She knocks oftener than that for most individuals, but many fail to hear, and so lose their opportunities. The small printer, to succeed, must study the means by which others have progressed and climbed to prosperity in the printing business. He will find that some of the essentials are good work, good sense, fair treatment, and insisting upon making a profit on all that he does. Prices should not be regulated by what others in the trade may charge. It is the business of the small printer (as well as the large) to charge prices that will yield him a profit. Do your work so as to please your customers, and do not be afraid to ask them to pay what good work is worth.

You can never rise without following these rules, and you will have to formulate many more for yourself before you can build up a large printery.

A successful printer recently wrote of the young printer in business as follows: "Let none be offended at the general assumption that beginners in the printing business, and many who are not beginners, are ignorant. It is not that they are uneducated or uninformed generally, or that they are deficient in the mechanical part of printing, but simply that they are unfamiliar with what are popularly termed business methods. It is a hard road to success, and there is a deal to be learned, and even the leaders in successful business are always finding that some fellow has got ahead of them and developed new means of progress that they had failed to recognize. How necessary it is then for the novice in the printing business to equip himself with knowledge gleaned from the experience of those who have gone before! To learn how to be a good business man requires of the printer that he first learn exactly what it costs him to turn out his work. He must then see to it that he secures interest on his capital, a salary, a margin for contingencies, and a final profit above all; otherwise he might better be out of business, and in employment."

Fortunate is the man who can thrive on knowledge bought with the toil of others who have carved out a successful niche in the grotto of trade, and apply their methods to his own business, instead of having to tread the weary road himself; yet, this is possible to every small printer who will take the time and trouble to watch the progress and success, not only of men in the printing business, but in all mercantile and manufacturing lines.—Typothetæ and Platemaker.

#### RULING AND PRINTING SIMULTANEOUSLY.

In order that the paper to be printed may be simultaneously ruled is the object of an invention recently patented in England by Mr. J. B. Grouse. The line ruling apparatus forming this object is mounted on or between two end standards, and consists of an upper inking reservoir having a distributing ink or color roll and a shaft carrying a rubber or hard-rubber coating, which rotates with the shaft, but is longitudinally adjustable thereon. Another roll and the shaft referred to are mounted in arms adapted to swing on pivots of the standards. A second pair of arms may be suspended from one and the same pivot, the arms forming the bearings and the line-producing discs which run on the surface of the printing cylinder. In operation, after the grippers have fastened the sheet, and when the cylinder revolves to bring it into contact with the letterpress or types arranged on the bed of the press, the sheet

will first be passed under the discs by which it will be ruled. As soon as it has been subsequently printed, the grippers will be opened in the usual manner, and, in opening to receive the next sheet, they will cause the inking roll to be brought into contact with the distributing roll, which is inked anew. As soon as the grippers close down onto the next sheet of paper, they lower the discs again into operative position on the printing cylinder.

#### A DEFENCE OF "PERSONALS."

SOME writers in the daily press have been freeing their minds on the subject of what are known as "personals." Why, it is asked, should we be forced to read, day after day, of Tom, Dick, or Harry, their wives, children, other relatives and friends? Such chronicling of small beer is both tedious and disgusting, say they. Of course, it may be replied that people are not forced to read anything of the kind. Doing so is a purely voluntary act. But, such a reply is rather begging the question, and it deserves to be viewed with a quasi-seriousness. The practice of printing "personals" has come to stay, and it is unfair to call names or abuse the reporters merely because you and I take little interest in our fellow-creatures. To contemptuously inquire who cares to read that Mr. Blank or Miss Dash is spending the vacation with Mrs. Nemo, is an affront to the friends of those individuals, who decidedly do care for any information about them, and, be it noted, they here represent a large class who are entitled to consideration. The minority may be in the right, but the majority rules. While a comparatively few malcontents turn up their noses or shudder at the sight of social and personal news, a large percentage of readers are really grateful for intelligence which, but for those columns, might never reach them. The increasing difficulty of keeping oneself posted about people and events makes condensed information very acceptable, as well as useful. When a circumstance of real or fancied importance occurs it is impossible to make it widely known by letter, but, if you send a few lines to a daily or weekly paper, sooner or later, the news is before all whom it concerns. The value of "personals" is fully recognized in the Mother Country (and there people usually have to pay for the privilege); the press is the convenient medium through which chit-chat reaches the outsiders. At the moment, I have at hand an Old Country newspaper of recent date, with nearly two columns of items about who is visiting who, and where, the information being supplied by the parties referred to.

In this matter, there should be no class distinction. High or low are alike interested in news of their personal friends, and this salient fact should be acknowledged without any sneering comment, but a certain discretion is imperative, unless everybody is to be made ridiculous, and the idea which is good per se, becomes imperative. Because everybody may expect mention if necessary, it does not follow that everything should be told. Absolute correctness is an important essential. Don't gather up the flotsam and jetsam of every day, but take some pains to make your "personals" accurate, as well as interesting. To be so greedy for scoops that you fill your columns with items which justly offend or wound even a single reader may well discredit the entire custom, but, rightly handled, the department of "personals" is a valuable addition to the matter of any general newspaper, and especially so when its readers cooperate with the publishers by sending in correct statements for publication.

# The Simplex ONE-MAN TYPE SETTER

### WATERTOWN DAILY TIMES.

WATERTOWN, N. Y. July 1, 1899.

THE UNITYPE COMPANY, New York City:

*Gentlemen.*—Replying to your favor of the 29th inst. we would state that we do not know what more can be said than we have already written in regard to our satisfaction with the Simplex machine. It certainly does all and more than you claim for it.

We are averaging about 6,000 solid brevier per day of eight hours using two people on each machine and figure the cost of the composition about 12 cents per thousand. One of the teams has reached as high as 9,000 in eight hours. Of course, as you know, it depends a great deal on the operators. The machine is capable of doing all that you or we expect of it. We certainly would recommend it for any office situated as we are. It is certainly very easily managed, much more so than we expected. We are more than pleased with our new Simplex machines.

If there are any other points that you desire covered, let us know.

We would state that we have written a letter of recommendation for your machines at least every other day since you put the machines in which we hope will do you lots of good. We are thinking strongly of getting up a circular letter as it is becoming quite laborious to write so many.

Yours very truly,

THE BROCKWAY COMPANY.

### BERKSHIRE COURIER

GREAT BARRINGTON, MASS. June 17, 1899.

THE UNITYPE COMPANY, New York

*Gentlemen.*—Replying to yours of the 14th inst. would say to you as I have said to a good many newspaper men whose inquiries I have answered concerning the Simplex.

*It's all right*—at least it has been all right since. We've been running it under disadvantageous conditions, an irregular power, but yet have gotten excellent results. We put it in charge of a boy who had been doing fairly good work as a compositor. He soon attained a good speed, but quit it rather suddenly because of objections he had to our teaching a young lady to also operate the machine. She had only begun practice upon it, but at once developed such speed that we were not seriously troubled in the matter of getting our paper out as though nothing had happened.

I think the Simplex is just the thing for an office like ours. The cheapness with which matter can be set is an item, but an even more important one with me is the fact that we can handle the later news to so much better advantage.

I've been scattering good opinions concerning the Simplex by mail for several weeks, receiving an inquiry every day or two from some newspaper man.

Sincerely yours,

J. E. CLAREY.

**The Simplex** will save a lot of money in offices having 75,000 ems or more per week to set.

**The Simplex** will make it possible to cover important news more fully and handle late news thoroughly without delaying publication.

**The Simplex** will increase the advertising income by the ability it gives to handle big special advertisements, which always come in at the last minute and can not be held over till next issue.

**The Simplex** will make it possible to get out a better paper at less expense.

**The Simplex** is easily understood and operated by the ordinary help around a "country" office.

**The Simplex** will save more than enough to make its own payments—that is, pay for itself and make a profit besides, while doing so.

**“For they themselves have said it!”**

*These are not claims but FACTS—they are taken from the letters printed above; and we have plenty more like them.*

Surely this is a matter which calls for the immediate attention of every enterprising publisher who wishes to better his paper, increase his income and decrease his expenses.

Write us to-day for illustrated catalogue and full particulars, sending us a copy of your paper by same mail.

THE UNITYPE COMPANY,

150 Nassau Street, NEW YORK.

Sole Agents for Canada:

**Toronto Type Foundry Co., Limited,**

**44 Bay Street, Toronto.**

MONTREAL—287 Craig Street.  
WINNIPEG—175 Owen Street.

BRANCHES

VANCOUVER, B.C.—116 Columbia Avenue.  
HALIFAX, N.S.—146 Lower Water Street.

## THE NOVA SCOTIA PRESS.

THE LIBERALS IN CAPE BRETON—THE HALIFAX HERALD  
AND THE CHURCH.

HALIFAX, Aug 20, 1899.

SYDNEY, CAPE BRETON, has one daily paper, *The Record*, and two weeklies, *The Reporter and Advocate*. It also boasts of having the only Goetic paper printed in America. Large ironworks are to be established in that town, and it is expected that in a year or two the population will be in the neighborhood of 10,000 souls. Consequently, the newspaper field will have a larger scope. *The Record* is an independent paper. *The Reporter* is Liberal and *The Advocate* is Conservative. The latter has just passed into the hands of a joint stock company, and Mr. McKeen, principal of the Sydney Academy, has been appointed editor. The idea is to make it a daily as soon as possible. The Liberals have decided to meet this by either establishing a new daily or turning *The Reporter* into one. William McKenzie, the Ottawa correspondent of *The Halifax Chronicle*, who is also connected with *The Ottawa Citizen*, visited Sydney on August 16, on invitation of a number of leading Liberals, who want to secure him as the editor of the new daily. It is understood that Mr. McKenzie will receive the support of a wealthy corporation should he decide to take hold. The Liberals are determined to defeat Sir Charles Tupper in this constituency and believe it necessary to have a daily paper, ably edited, to do so.

Another daily is mooted for Halifax. A gentleman connected with the local press feels another paper is necessary to supply "a long felt want," and is in quest of someone to share the responsibilities and profits with him. *The new paper is to be an evening paper and will support the Conservative party. It will have "a peculiar field" and will be "here to stay" as soon as it arrives. The subjects of prohibition and labor will be prominent among the themes discussed.*

The Halifax Herald has narrowly escaped being placed under the ban. For the first time in the history of Nova Scotia, a secular newspaper has been threatened with the wrath of the Roman Catholic Church. Over a year ago, *The Herald* began the publication of a series of letters over the nom de plume of "Pendennis." The letters in question were credited to a well known politician of literary inclinations, and sometimes treated on theological matters. Their orthodoxy was not sound, so the editor of *The Antigonish Casket* discovered. *The Casket* is the organ of the Bishop of Antigonish, and when it speaks on such matters it does so with authority and in language unmis- takable. An editorial in that paper some months ago plainly indicated to *The Herald* that it must cease publishing the offending letters, intimating at the same time that if *The Herald* did not do so, effective measures would be used to protect the Catholics of that diocese from the influence of the letters. But *The Herald* took no notice of *The Casket's* warning, and the letters continued to appear. Now, *The Herald* is a good party paper, and many of the priests of Antigonish diocese, while deploring the tone of the letters of "Pendennis," have strong sympathies with *The Herald's* politics. So the publisher received many letters from the clergy, asking him to kindly drop the offending letters. At last, a letter came from the good bishop, so it is

said. His letter settled the fate of "Pendennis." The bishop drew attention to the matter contained in one letter, and one letter only, and asked the publisher if he could justify it in the sight of his readers. The publisher of *The Herald* read the letter complained of by the bishop, and at once came to the conclusion that his lordship "had him cold." The letter could not be justified, and "Pendennis" went the way of all ambitious but indiscreet writers. Thus, peace is once more restored between *The Herald* and the diocese of Antigonish. This is the first time the Catholic Church has undertaken to regulate the moral tone of the Nova Scotia press, and it has won. *The Herald* has lost nothing by dropping the letters of "Pendennis." They were insipid and egotistical. T.

### WORDS OF APPRECIATION.

The *Book and Trade Gazette*, of July 8, says: "Canada has, in *The MacLean Publishing Co., Limited*, a concern which devotes itself successfully to trade journalism. Of their lengthy list, *The Bookseller and Stationer* is the most interesting to us, but the interest it arouses is very nearly equalled by another monthly, *THE PRINTER AND PUBLISHER*. Before noticing more fully these Toronto contemporaries of ours, we may briefly state that, of other journals, *MacLean's Dry Goods Review* is a smart, up-to-date, drapery publication, with an excellent advertising support. *The Canadian Grocer* is a well-conducted weekly, which is creditable even to its phenomenally prosperous English namesake, while *Canadian Hardware and Metal* is equally representative of its special line. *The Bookseller and Stationer* for June tells us what hooks are selling best in Montreal, S. R. Crockett being the only familiar name. In view of the celebration referred to elsewhere, it is odd to notice that the great bulk of the 'stationery' department in this issue is devoted to a notice of the productions of Raphael, Tuck & Sons, Limited. It will strike most English stationers as odd to find this organ strong on wall paper, which in Canada appears to be a department of the stationery warehouse. And why not, after all, some enterprising English dealer may be disposed to consider! *THE PRINTER AND PUBLISHER* opens with a cut at the too obtrusive advertiser. This is in the 'Weekly Press' department. The best features of this journal are, we think, in its advertising department, which is very well conducted."

### DEATH OF MR. W. H. McMULLEN.

The accidental death by drowning at Port Hope of William H. McMullen, municipal reporter of *The Toronto World*, has occasioned keen sorrow to many of his confreeres. He was spending a few holidays with his relatives in Port Hope, and, on the afternoon of Friday, August 11, went for a swim in the harbor. He dived into deep water off a pier, intending to swim towards a shoal near by used by bathers. But, being seized with cramps, he sank, and, despite an attempt to save him by a lad named Filling, who courageously plunged in to the rescue, McMullen was drowned. The news caused great grief in *The World* office, where he was regarded with great affection, and among the newspapermen generally the deepest regret is felt. Mr. McMullen was born and educated in Port Hope. He joined *The World* staff as a junior reporter in May, 1896, and had steadily worked up to a position requiring talent and a sense of responsibility. He was considered a young man of character, ability and much future promise. The Toronto City Council passed a resolution of regret and condolence.

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