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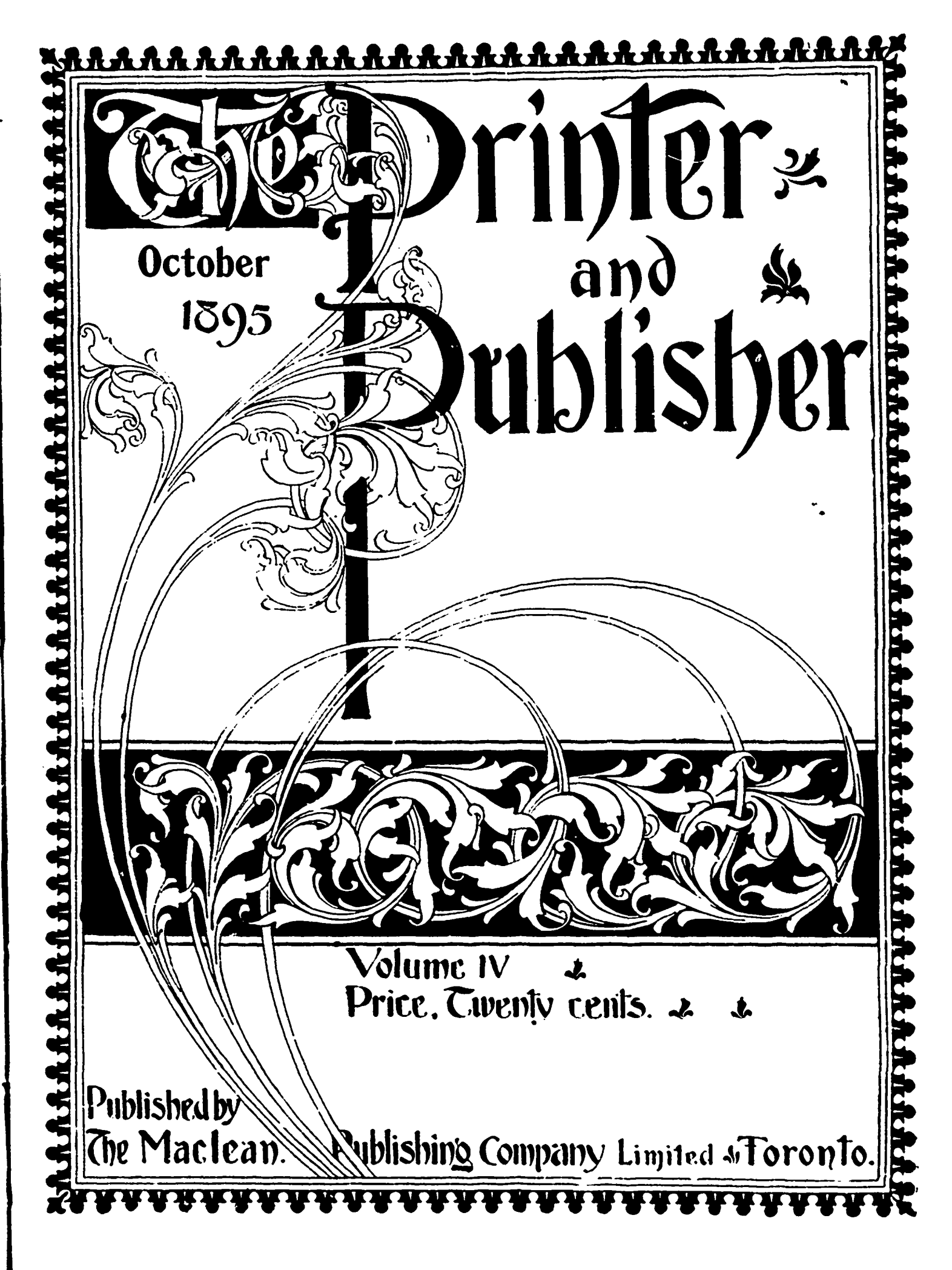
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October
1895



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J. B. MACLEAN,
President

HUGH C. MACLEAN,
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TOPICS OF THE MONTH.

SOME very good work is being done on the editorial page of Saturday Night. It has a bold, fearless, honest tone in dealing with popular topics that is making many friends among people who did not previously take any interest in it. Mr. Sheppard has a worthy assistant in Mr. Clark, who handled the quill during his chief's absence abroad. Mrs. Denison, who is one of the brightest of the lady journalists in Canada, would do more valuable work for the paper in a column after "Kit's" style in The Mail and Empire than she does over "Lady Gay," which, however, is the department which most of us turn to when we have read "Don" and "Mac" and "Esau."

The Brantford Expositor will move next month into a handsome office of its own—certainly one of the finest in Canada. The building is really four storeys in height, as the basement, or press-room floor, is four and a half feet above the street level, and the top storey, which is to be occupied as an Odd-fellows' hall, is some twenty feet high. The whole is surmounted by a tower reaching heavenward to the extent of thirty feet. THE PRINTER AND PUBLISHER will have further particulars of this magnificent structure at an early date.

L. P. Kribs, whose pamphlet on the "Manitoba School Question" was quite a success, is now at work on a condensation of the Prohibition Commission's evidence and report. The official volumes are too bulky for the ordinary man ever to read, and as Mr. Kribs accompanied the commissioners and has al-

ready a thorough grasp of the facts, he is the most competent person to prepare an abstract.

There is a rumor in Montreal that Richard White, of The Gazette, will be made a Senator, and that Mr. Dausereau, the present postmaster of Montreal, and a clever ex-journalist, will be transferred to the Customs, the position so long vacant. It was intended to hold the latter position for Robert White, editor of The Gazette and M. P. for Cardwell, but there has been another vigorous kick from business men who suffer from the delay in filling the vacancy, and as it is not considered advisable to open Cardwell at present, the Government are making this deal to quiet the business community. As soon as the House is dissolved Robert White will be made postmaster. It is felt that Richard White will make a useful Senator. If all appointees to that body were as capable and energetic men as he there would be no suggestions of ending or mending it. Mr. White has been foremost in any enterprises tending to the development of the trade of Montreal.

Andrew Pattullo, Woodstock Sentinel Review, is visiting Italy and other Mediterranean points. He will be away for two months. He deserves a vacation. Besides building up a paper that is an authority on dairying he has made a name for himself as president of the Dairymen's and of the Good Roads Association.

Hon. A. S. Hardy takes exception to the statement made in the last number of PRINTER AND PUBLISHER regarding his having been fined for catching more bass than the law allows. The stories are quite untrue. It appears that they were current about Parry Sound, and it must be said in fairness to Mr. Lee, who informed PRINTER AND PUBLISHER, that he was simply repeating what was being told in the neighborhood, and had no more desire than this journal has to annoy Mr. Hardy by saying a single word about him which is contrary to the fact. The story about his having carried a fishing rod on Sunday is also untrue, another person of the same name being connected with that episode. It will be seen, therefore, that Mr. Hardy has good ground to feel that these fishing yarns, originating doubtless in good-humored banter, are too seriously misleading and untrue to pass without challenge. The Minister of Crown Lands has been so long famed for his courtesies and friendly treatment of newspaper men of all shades of opinion—as the editor of PRINTER AND PUBLISHER can personally testify—that regret

will be felt at his being given any annoyance by the thoughtless recital of these foundationless stories. This journal will take it as a favor if any newspaper editor who noticed the story in the last issue will give equal prominence to this disclaimer.

Sir Henry Irving's remark in Toronto the other day, that "personality goes for nothing, as far as a newspaper man is concerned," has led to some discussion. The Hamilton Herald takes a contrary view, contending that the personality which lends a characteristic style to one's writing is a vital element in success. Such examples as Don and Mack, in Saturday Night. Kit, in The Mail, Gardner and Cameron, in The Times and Spectator. Pirie, in The Banner, and the philosopher of Bobcaygeon, are cited to prove the truth of the argument. The Herald is correct. There is not a successful newspaper writer in Canada whose personality fails to impress itself on the Constant Reader and the Old Subscriber. Mr. Nichol, of The Hamilton Herald, is himself as good an illustration of the principle as any. The Herald is a live local journal, but the editorial page is pre-eminently its outstanding feature.

It seems both absurd and unfortunate that professional rivalry and political controversy should be carried into the personal relations of newspaper men. At a small social gathering the other evening, where journalists predominated, it is related that six of the latter were not on speaking terms!

Mr. Donly records the fact that since making the slight alteration in the name of his paper involved in changing it from The Norfolk Reformer to The Simcoe Reformer he has found some staunch old readers who have a partiality for the time-honored title. These will soon be reconciled to the change, for The Reformer is one of the best country papers in Canada, whatever its first name is.

One of the few newspaper men from "this side" who have gone into English journalism and scored a marked success there is a Canadian. His name is Thomas B. Fielders, a Nova Scotian, who did some good work on several United States papers along the line of reportorial feats requiring pluck, enterprise, and a taste for the adventurous side of journalistic life. He went to London in 1889 as a member of the staff of The New York Herald's English edition. That venture did not take, and was discontinued. But Fielders stayed in London, and has developed his talent for light, humorous, descriptive writing. He is now connected with The Pall Mall Gazette as a special assignment man, at the beck and call of the editor and outside the news staff. For ordinary reporting the English public will not stand the rather flippant style encouraged in the United States. But Mr. Fielders' work being descriptive and imaginative, his American training is no drawback. The Pall Mall has been noted for bright writing, and there are plenty of Canadian pens besides Mr. Fielders' which reach the required London standard.

Why should one newspaper be at pains to publish the libel suits of another? Every time a libel action is begun you see a flaming announcement of it in all the local papers but the one proceeded against. These actions are usually the veriest "bluff."

They are taken in order to make notoriety for some person, or to provide occupation for a briefless barrister. Half, yes, two-thirds, of them never come to trial. If the grievance hunters who manufacture them found that the press ignored the whole affair until it really became serious by going into court, a large proportion of them would drop out of the business. They would betake themselves to some other branch of the blackmailing industry. Why can't we stand by one another in this matter? Unless a threat of action is part of some large sensation, or is of public importance, it might properly be ignored in its initial stages.

A quiet thrust at typesetting machines has been given from one or two influential quarters this month. The Hamilton Herald, for example, fears that they will drive the editors to drink or death. The machines distort sentences with fiendish ingenuity, and when corrections are gently insisted on, the last state of the paragraph is worse than the first. But really it is the inexpert operator and not the machine that does execution. We all remember, a few years ago, when The Ottawa Citizen was inconvenienced by a strike and was able to tide over the difficulty by using the Rogers typographs. For a few days, until the operators became expert, which they soon did, some articles in the paper resembled a page of Josh Billings. This sort of thing was liable to occur: "Michae lBrow n, for rbiing trunkd and Ddissordderrlly, was ffinned \$1." But this stage was quickly passed, and the whole episode was a great triumph for the machines.

It is complained that by ignoring accents, italics, etc., they give a mechanical appearance to the best editorial effusions. An able and experienced journalist, who is a stickler for style, formulated this charge in a letter to PRINTER AND PUBLISHER last week. He was promptly invited to state his case in detail. But he declined in these sorrowful words: "I don't think I could draft anything that would be quite suitable. My opinions are good old conservative views, but I fear they are behind the times. The machine has, no doubt, come to stay, like the bicycle and the bloomers, and there is no use opposing it." That man is a true philosopher.

The Truthseeker, a New York journal of "free thought and reform," has been prohibited from circulating in Canada. A marked copy of the paper, however, duly reached this office, containing an angry editorial on the Postmaster-General's action. The editor, E. M. Macdonald, writes:

"We ask you to reflect hard and long upon the Postmaster-General's statement that there is no appeal from his decision in such postal matters as this to which we call your attention, and upon his attitude which as plainly says that if he does not like the character of the contents of a paper he will exclude it from the Canadian mails. In other words, he can ruin all Canadian editors and publishers who offend him, and there is no appeal from his decision as to the character of the contents of their journals!"

It is customary to hold up The Eatonswill Gazette in "Pickwick" as the example of what a newspaper ought not to be. But the Newfoundland papers are very nearly as bad. To an outsider they make almost as piquant reading as the imaginary Arizona Kicker. The St. John's papers are the worst

offenders, and if any Canadian editor wishes to see exactly what ought to be avoided in a well-conducted, self-respecting journal, he should put one on his exchange list.

One or two cases of attempted imposition on railway companies by persons pretending to be newspaper men have lately been brought to the attention of PRINTER AND PUBLISHER. They asked for passes and gave the names of leading newspapers in the employ of which they professed to be. The officials had the good sense to inquire at headquarters and the fraud was exposed. Railway companies should not allow themselves to be put upon by journalistic imposters.

A change has been made in the Hamilton correspondent of The Toronto Mail, Mr. Sydney B. Woods having relinquished the position to take up the study of law in Toronto. Mr. Morrison, city editor of The Spectator, and Mr. C. A. Mitchell are now doing the work.

The paper which Mr. Wrigley, editor and founder of The Canada Farmers' Sun, has started, is called The New Brotherhood Era. It is the same size as The Sun, but contains no advertisements until a circulation large enough to justify enlargement has been attained, so that subscribers can count upon a certain amount of reading matter in every issue. The Era will devote itself chiefly to the larger questions of political and social reform rather than to news of the day. It will appear fortnightly. Mr. Wrigley is a member of the Press Association, and the success which he has made of his first paper is a valuable lesson to any promoter of a new journalistic enterprise. The Farmers' Sun will shortly be enlarged.

Walter J. Wilkinson, the newly appointed city editor of The Toronto News, began his journalistic career in Guelph, when as a youngster twenty-six years ago he set up his first stick of type. He was then employed on The Guelph Advertiser, of which his father, Jonathan Wilkinson, was proprietor, and worked at the same case with Dan McGillicuddy, now of The Goderich Signal. In 1870, his father moved to Hamilton and launched The Standard, a one-cent morning journal, Walter J. accompanying him. Herbert Gardner, now editor of The Hamilton Times, was first editor of The Standard. Mr. Wilkinson again followed his father when the latter moved to St. Thomas and founded The Times. He became city editor of The Times in 1877, and retained the position for thirteen years, except for a period of six months in 1879, when he acted as managing editor of The Stratford Herald. In February, 1890, he became city editor of The Toronto World, and during his six years' work in the city he has certainly made his presence felt, as those who run the local department of rival journals will testify. That indispensable instinct in a newspaper man, which is known as a "nose for news," is unusually well developed in him, and he possesses, besides, an enormous capacity for hard and long-sustained labor.

Some changes in The World staff have followed the departure of Mr. Wilkinson. Mr. Lawton has been made news editor—a good appointment. He is a man of parts and energy, as his career on The Beeton World showed. Mr. N. H. Buchner, the experienced night editor of the late Empire, who has

been out of newspaper work since the "earthquake" last February, becomes telegraph editor. Mr. Passmore joins the local staff.

The Montreal Herald continues to be all alive in local news with John Maclean as managing editor. R. J. Hartley, who was parliamentary correspondent last session, is now night city editor. E. S. Dean has succeeded J. E. Kennedy as advertising manager.

The Montreal Star shows an improvement in the make up and contents of its Saturday edition. Several articles in the issue of a couple of weeks ago, though reprints, hit the popular taste and created a good deal of talk. The one on The London Times proved not only interesting to newspaper men, but in other circles people were greeted with "Did you see that article in The Star on The London Times?" If they did not they bought a Star to read it. The reprint in most Canadian papers is weak, very weak. The men who prepare it are not as a rule in touch with their readers.

NORTHWEST JOURNALISM.

PRINTER & PUBLISHER had a chat with Mr. Willison, of The Globe, after his return from the west. He was questioned about the journalism of the Northwest and British Columbia. "They have good newspapers, bright and intelligent. Winnipeg has as fine papers as any place in Canada. The Free Press is a morning paper of marked excellence, and The Tribune, as an evening journal, will rank with any in the country. In other places further west, like Regina and Calgary, the same thing impresses one. Calgary is exceedingly well served in this respect.

"The western editors are keen and up-to-date. The people are just as much Canadians as we are here, and they and their papers are equally interested in the public questions of the Dominion. In the matter of news you must remember how heavily handicapped the papers are by the expensive telegraph rates. This point was referred to at several places, notably in British Columbia, where the rates are spoken of as very heavy. It is, therefore, much to the credit of the leading dailies, both in Manitoba and at the Pacific Coast, that they maintain special correspondents in the east who wire the latest news in addition to the regular despatches. In British Columbia the leading paper is The Vancouver World, which well deserves the position it has attained. You meet a number of eastern men on the press out there. I visited Seattle, Washington Territory, while at the Coast, and that city's newspapers are splendid. While there I met the editor of The Times, the evening paper of Seattle, who is none other than C. H. Lugin, formerly editor of The St. John Telegraph, before Mr. McCready had it. Eleven years ago when on a visit to St. John I saw him there. It's a 'far cry' from St. John, N.B., but a number of New Brunswickers are to be found in Washington, drawn thither, perhaps, by a feeling that the Maritime interests and conditions they were accustomed to in the east are reproduced in a certain sense on the Pacific Coast."

"You are looking exceedingly well after your trip," was remarked. "Well, I feel so," was the ready retort, "my weight is 195 pounds—all Grit."

THE PRESS ASSOCIATION MEETINGS

VIEWS OF LEADING MEMBERS ON MR. BRIERLEY'S PLAN TO MEET IN SECTIONS.

THE PRINTER AND PUBLISHER has received the following opinions on the recent suggestion of Mr. J. S. Brierley, of St. Thomas, to divide the meetings of the association into sections in order to discuss subjects of interest to daily and weekly publishers in different departments:

A. PALLUO, WOODSTOCK SENTINEL-REVIEW.

"Under the gentle stimulus of your stirring introduction to Mr. Brierley's letter, I am constrained to say that the proposal to hold separate meetings of the Press Association for weekly and daily publishers during one day of our annual gathering seems to be a good one. It would probably increase the interest and value of the programme. It is to be hoped that no captious member will discover in it a deep laid scheme to prevent the weekly publishers of to-day from becoming the daily publishers of to-morrow, or to keep the big daily potentates from discovering the plans by which the country publishers hold the fort against their cut-throat rivals, the weekly editions from the big cities. As fears in this direction seem groundless, the Executive would do well to carry Mr. Brierley's idea into effect."

I. S. WILLISON, TORONTO GLOBE.

"The proposal does not impress me favorably. It would look like a tendency to divide the association into two groups with separate interests, and thus be a disintegrating influence rather than a help."

ARTHUR WALLIS, TORONTO MAIL.

"City newspaper men would probably take more interest in the meetings than they do if some such idea were carried out."

W. C. NICHOL, HAMILTON HERALD.

"I think Mr. Brierley's suggestion as to the division of the Press Association an extremely good one, and one that would not only be a good thing for the association as it stands, but would probably materially increase its membership, many city writers holding aloof at present because of the idea that the association has little or no interest for anyone outside of the country publishers."

L. C. JAMIESON, BELLEVILLE INTELLIGENCER.

"Whilst agreeing with Mr. Brierley as to the saving in time by the adoption of his suggestion, such an arrangement would, in my estimation, tend to the estrangement of members of the association, which might more than off-set the loss of time. One of the benefits of the association is its social character, as there acquaintances are formed and friendships ripened between editors and publishers, which has the effect of doing away with much of that growth of personal antagonism arising from editorial controversies. Again, I cannot see but that the publishers of weekly papers must be greatly benefitted by taking part in the deliberations of publishers of daily papers, as the daily is generally the child of the weekly, and the editor of the weekly, although possibly at the time occupying a field that would never call for a daily, might, at any time, be called upon to edit or control a daily in some other and larger field. From Mr. Brierley's standpoint, as editor of a daily, no doubt he would feel that discussions by editors of weekly papers might

not be of much benefit to him in the field he occupies, yet there is a bond of union between the publishers of both which it is well to foster rather than to lead to an estrangement, which would possibly be the result of carrying out the proposed arrangement, and which would be very detrimental to the usefulness of the association. In conclusion I would suggest that we have less playing to the gallery at the meetings, shorter papers and more open discussion."

ROBE. HOLMES, CLINTON NEW ERA.

"Mr. Brierley's suggestion regarding the programme of the annual meeting of the Press Association—that is, for the city men to discuss matters pertaining to the city press by themselves, and the rural journalists to do likewise, with a general session afterwards—does not commend itself to me. I will admit that a greater variety of subjects could be discussed, but I do not believe that greater interest would be taken in the meetings, unless it should lead to a larger attendance of city pressmen, which I doubt. Country journalists have sometimes thought that the subjects discussed were more in the interest of the city than the rural press, but on the principle that all subjects relating to the business were of more or less interest to all engaged in it, have not openly dissented thereto. And it is for this, among other reasons, that I think Mr. Brierley's suggestion would not be acceptable. The country editor gets pointers from discussions that relate chiefly to the city printer, and I have no doubt that the reverse holds good also. If it doesn't it should, for many a country editor can give his city brother points, and not half try. There is another reason why I do not approve of the suggestion, and to my mind the most important one. Some of the country editors have thought that their city brethren were disposed to monopolize or 'run the concern.' I do not think there has been any intentional ground for such a conclusion, but it prevails, nevertheless. Now, if you divide the meeting on the lines proposed, you give color to this very thing, and I fear that no amount of explanation would satisfy some people that it was not so intended. Anything that would in any way cause the slightest friction should be avoided. I know Mr. Brierley too well to suppose for one moment that anything but the best of motives prompted his suggestion, but I'm afraid it is not practicable, for it would divide the interest. Further than this, many country editors some day expect to be city editors, and others who have been city editors are now in the country, so that there is a mutual interest in all topics discussed. Personally, I have no fault to find with programmes of past gatherings. The addresses usually are practical, the interest taken in them is certainly marked, and I believe the general management of the newspaper and printing business has been improved thereby."

F. H. DOBBIN, PETERBOROUGH REVIEW.

"What is to be gained by such division? Have not many of the gentlemen of the city press graduated from the country? Who, then, so well fitted to suggest as a publisher with a country education and a city experience? Or do the city men object to educating their confreres from the country? The in-

terests involved, while not exactly similar, lie very much along the same lines. No doubt there are matters which more largely interest city than country publishers. On the other hand, country publishers will have the call as to variety of points on which to hinge discussion, from the fact that the country publisher must largely combine in his individual duties work that, in the city, is placed in the hands of heads of departments. Were a list prepared of subjects to be discussed, or open for discussion, one could tell such as would reasonably fall to the share of the rural publisher, and such as would interest his city brother. Get us up a list. Send them about. Ask your publisher to indicate such as he would be vitally interested in, and watch the result. I am sure you will find the interests not very far apart. Such a list as this, for instance: 'Can the cash-in-advance rule on a local weekly be enforced?' (experience of publishers); 'How to keep subscriptions paid up,' 'Some leaks in the stock room,' 'What are you paying for power?' 'Is printing office insurance excessive?' 'How much should we write off of plant each year for depreciation?' 'Some simple ways of keeping subscription accounts,' 'How to keep down cost of plant in country offices,' 'Modern methods of making use of type,' 'Experience in use of Typograph bar-casting machines,' 'What does your space cost?' 'Could space be sold in a job lot—that is, when space is not in demand?' and so on."

C. W. YOUNG, CORNWALL FREEHOLDER.

"The position taken by Mr. Brierley, in a recent issue of *PRINTER AND PUBLISHER*, seems to me to offer a cure for the ills that have been affecting the Canadian Press Association for some years back. It used to be urged that the C. P. A. was run by country publishers, but the situation seems reversed now—the publishers of dailies in the smaller cities have the call. For several years the papers read and the discussions have been mainly in their interest, and country publishers have found little save the renewal of old acquaintance and goodfellowship to repay them for often an expensive journey and loss of time. At the last meeting the dissatisfaction at this state of things was more than usually evident, and quite a number of members said that unless there was a change they would cease coming. City as well as country publishers have plenty to learn about their business, but the point of view is different, and the plan of holding the meetings in two sections is worth trying, if only as an experiment. By far the greater majority of our members are members for revenue only, or, in other words, for the railway privileges. They never attend the meetings and we know nothing of them; if they were sure of a programme of good country fare they might turn out. I am afraid if some change is not made the interest in the meetings will die out altogether, and that would be a misfortune."

J. E. ATKINSON, TORONTO GLOBE.

"The proposition seems to me to have much to recommend it if there arises out of its application no future danger to the substantial unity of the association. That such should be its effect seems to me by no means likely. There are common interests enough among newspaper workers to make a common organization useful alike to all branches of the business, whether city or country, counting room or editorial. At the same time there are particular interests which can be neglected, it seems to me, only with injury to the association's general aim. Associations like the Canadian Educational Association meet as sections and find it best to do so. At the same time, I don't sup-

pose, if the Press Association should adopt Mr. Brierley's suggestion, that there need be any interdict upon members attending any section in which they may feel interested. If, therefore, an experiment be made, and if the country publishers prefer to attend meetings in which the city end of the business is discussed or the city men neglect their own for some other part of the proceedings, that will be good evidence against the change and a reversion of policy can hardly be opposed. I take it for granted that the idea with which I began is kept clearly in view and that care shall continue to be exercised that there shall be sufficient of common interests in the annual meetings, so that a considerable portion of time shall be occupied by the whole membership in one room."

JOHN CAMERON, LONDON ADVERTISER.

"Mr. Brierley's suggestion is a good one. The association meetings are pleasant, but not on the whole very practical, though I admit the organization has done good work on libel law amendments, etc. The membership is so miscellaneous, and the meetings so public, that burning questions are never frankly discussed, as they are in a United States association of whose meetings I have knowledge. It is the felt want suggested by Mr. Brierley that has caused the idea to be mooted of an additional and different publishers' organization in Canada, confined solely to proprietors and managers actively and exclusively engaged in publishing. There could be no harm, however, in trying Mr. Brierley's plan, and it might prove to be the remedy required."

L. B. MACLEAN, TORONTO.

"The suggestion made by Mr. Brierley to divide the Press Association into sections is a good one. As he says, many of the discussions are not of general interest. There are many questions of interest to some section of the members only. Rather than bore the entire association with them they are not brought up. The Boards of Trade have recognized this fact, and now the leading boards throughout Canada are subdivided into associations, each representing a particular branch of business. There are dry goods sections, grocers' sections, publishers' sections and many other sections. They hold meetings to discuss questions of special interest to themselves. If I mistake not, the present Canadian Copyright Act originated with the Publishers' Section of the Toronto Board of Trade. None of the publishers would have brought this question before the entire board. That body would not listen to it and the promoters would probably be discouraged and drop it. The man who made the suggestion first found enthusiastic supporters in his own little section. When the matter was thoroughly discussed, and a majority of the section agreed, then it was brought to the attention of the board. There was no opposition to the proposal, and the weight of the entire body, numbering nearly a thousand leading business men, was thrown in support of the publishers. Many other important questions have been dealt with in the same way. I would go further than Mr. Brierley. Besides two sections, daily and weekly, I think we might again subdivide the former into the Editorial and the Publishers' Sections. The publishers again may be subdivided. The business, the advertising, the circulation have each distinct departments of their own on the larger dailies. In many offices the editorial and the publishers' departments have nothing in common. The division into sections would make the association more popular. Each section should have a chairman, secretary

and committee of its own, who would arrange the work to be done at the meetings independent of the association. I think the General Executive should at once nominate provisional officers for the two sections, and leave it with them to arrange further details."

MR. BRIDLEY'S VIEWS AGAIN.

"You desire my reply to some of the criticisms on the suggestion advanced in your August number that the programme of the annual meeting of the C.P.A. should provide for two concurrent sessions, one of publishers of dailies, the other of publishers of weeklies. As the suggestion was prompted by a wish to increase the interest of weekly publishers in the association I regret that the views of only one of these gentlemen have been obtained. If they do not approve of the plan it certainly should not be undertaken. As stated in the first letter, the idea originated in the complaints of certain publishers of weekly papers that the value of the association to them was lessened by reason of the attention paid to matters of interest only to daily publishers. Mr. Holmes, the sole mouthpiece of our weekly brethren in the column of opinions you send me, acknowledges that this sentiment prevails among his fellows, and gives this as the principal reason why my suggestion should not be adopted. He thinks that giving the weekly men control of one meeting, and the daily men control of another, will strengthen the idea that the city brethren are 'disposed to monopolize or run the concern.' Surely the reverse will be the case. Surely such a division will be the best possible proof that the association is alive to the interests of all its members, and is seeking by specialization of work to concentrate as much value in the discussions as time will permit.

"The Canadian Press Association is not a lot of children, to be frightened by the bogey of disunion or division. We are a band of business men gathered together for the advancement of our business interests, and incidentally for the promotion of good-fellowship. My proposition does not imply the destruction or weakening of this last, as is feared by some of your correspondents. Rather its strengthening; for the more useful the association is to its members the larger will be its membership and the greater the attendance on its sessions. Let our business interests be promoted by the association, and its social aspect may be trusted to take care of itself. If we separate for an hour it will be that we may be together for a longer period and in larger numbers.

"Practically, my suggestion is merely that we should specialize our work during two or three hours of each annual meeting; that we should resolve ourselves into committees of the half, for the purpose of discussing those subjects—perhaps not many—in which we have a special interest not shared by all the members of the association. There is surely nothing disruptive in this, nor anything indicating a desire on the part of either city or country publishers to 'run the concern.' As the publisher of a small city daily, I know of many subjects—such as price of paper, use of type-casting machines, prices for home and foreign advertising, daily plate service, telegraphic tolls, subscription collections, etc.—in which my interest might be keen, while my fellow member who publishes a weekly might think his time wasted in listening to papers and discussion on these topics. Contrariwise, the weekly publishers have a list of important problems peculiarly their own—the price of paper, the cash or

credit system in subscriptions, the best machinery, the value of advertising space, the advantages of a bindery, etc.

"No doubt, as some of my critics point out, interest in all these subjects overlaps; all of them are of interest to all our members. The question is, however, can we concentrate this interest by holding two sessions as suggested? I am sure that it is often the case that weekly publishers refrain from preparing papers, or from prolonging discussions, on matters particularly interesting to them, through disinclination to occupy the time of the meeting with subjects not of general interest. If such matters were thoroughly threshed out in special session many an extra dollar would be saved or earned by the publisher.

"The sentimental considerations urged against the innovation are entitled to full weight, but as they imply that our members cannot employ an every-day device of public bodies for the accomplishment of special work without finding behind the plan selfish devices and estrangement of hearts, the reasons can hardly be accepted as cogent. However, the proof of the pudding is in the eating thereof. If the plan were tried for one meeting the measure of benefit to be derived could be more surely determined than by columns of newspaper discussion. Whatever be the outcome, there can be no question of the necessity for strengthening the interest of the weekly publishers in the association."

THE DEATH OF MR. BLACKHALL.

The suicide of Edward Blackhall in Toronto, during mental aberration last month, removes a figure well known to the bookbinders of Canada. The Toronto papers called him a bookbinder. Except that he had lately purchased a bookbinding business for his sons to manage, he was far better known as an inventor and adapter of bookbinding machinery and a promoter of companies turning out mechanical appliances for the printing business. He was interested in the Anderson Machine Co. and other concerns, which were doing well, so that his death can hardly have been due to business worry, but to some mental affliction quite alien to his ordinary gay and genial disposition. It may justly be said of him that he brought about more changes and improvements in bookbinding machinery in Canada than anyone else. His strike attachment to ruling machines is now in general use. He also invented the rotary perforator. One of his latest ideas, which has taken well in the United States, was an embossing machine for colored process work. He had many friends, who learned of his death with regret.

DAILY DELIVERY THROUGH FARMING DISTRICTS.

Another piece of live, wide-awake enterprise must be credited to The St. Thomas Journal. This is the delivery of a daily paper throughout country districts by bicycle riders on the evening of issue. So far as PRINTER AND PUBLISHER is aware, the idea of sending out a daily to the farmers on the day of issue by this method is new. The Journal has now two routes in operation. One is supplied directly from the office in St. Thomas. The route extends over fourteen miles, and the farmer gets his paper by supper time. The papers are carried in a bag from which one at a time can easily be withdrawn. The subscribers have boxes fixed at the gate to receive the paper. The second route is supplied from Aylmer, The Journals reaching there by train before 4 p.m. In muddy weather or in winter horses will have to be used instead of bicycles.

NEWSPAPER POSTAGE.

MANY thousands of tons of purely advertising matter are now sent out by manufacturers, insurance companies, societies, wholesale and retail houses in Canada through the mails free of postage. Some houses publish a monthly, but many of the large retail concerns issue an illustrated catalogue occasionally, often for their Christmas trade. This they honor with a title, and a cover similar to a magazine or newspaper. They demand newspaper privileges. If the local post office objects, a Conservative member of Parliament or other influential gentleman "fixes" it for them and the papers are allowed to go through. The authorities at Ottawa, to whom these matters should be submitted, often do not hear of it until someone, months afterwards, draws attention to the "fake." There are hundreds of fakes of this sort using the mails now, and there is in consequence a strong feeling in the Department that postage should be again reimposed. In this they are supported by many of the leading publishers. Others again are anxious to retain the privilege—and a very valuable favor it is. It is necessary therefore for legitimate publishers to take steps to strengthen their position.

It was suggested to Messrs. L. W. Shannon and J. B. MacLean, when discussing the question recently with the Deputy Postmaster-General, Col. White, that all papers should be registered, and that only those so registered should have the privileges. This is now required in the States and Great Britain. It is much more necessary in Canada. There can be no objection to it on the part of any publisher, and it is probable the matter will come before the Government at an early date.

Some members of the association go further. They say that a publisher should advertise his intention of issuing a newspaper for a month before hand in *The Canada Gazette*, and that a publisher should pay the circular rate of postage on a new paper for the first twelve months of its existence. One copy of each issue must be sent to the Department, and one each to the president and secretary of the Press Association. If at the end of the year the publication is recognized as a legitimate one, and not an advertising fake, then the amount paid for postage may be returned and the paper given the usual mailing privileges.

Such a regulation would prevent the establishment of dozens of so-called newspapers, which never go beyond half a dozen issues, but in that time do a great deal of harm to legitimate publishers.

DUTY ON BRAINS.

SOME people talk about the protection manufacturers get in Canada, but it is insignificant compared with the protection accorded to architects. Most people would say they are brain workers and could not be protected in anything, but F. F. Kilvert, the Acting Commissioner of Customs, recently issued a circular which makes them the most highly protected class in Canada. Nominally they are protected to the extent of 3 per cent. This is a small, innocent looking percentage, but it is an enormous amount when figured out. The 3 per cent. is levied on the estimated cost of the building or structure for which the plans have been drawn. The new Parliament buildings in Toronto cost say a million and a half of dollars. At 3 per cent. the duty on these plans alone would be \$45,000. The Canada Life building in Montreal, now in course of erection, will probably

cost \$600,000, and 3 per cent. on that would be \$18,000. The actual value of the paper used in the plans and the case in which they are contained is probably not more than \$25.

Before long we will be expected to pay \$300 for each copy of a book we import because the author received \$10,000 for his manuscript. By-and-bye the book catches the popular fancy, the sales run up to an enormous sum, perhaps \$100,000. The Customs Department officials will come and demand an extra \$2,600 duty, besides a fine for undervaluation.

Everyone seems to be protected but the poor publisher. The large editions of American papers are admitted and circulated free throughout the Dominion. Hundreds of Canadians buy them who would take our own papers instead if there was a duty. Figure the number of copies of the big Sunday editions of American papers sold on Canadian streets being taken in preference to many Canadian papers. Canadian manufacturers, jobbers and retailers are as much interested in limiting the sale of American papers. They contain advertising. That advertising cannot but draw trade to American houses. It is a fact that thousands of dollars are spent by Canadians with firms advertising in the big dailies, the trade press and magazines published in American cities. At times the trains running out of Canada are crowded by buyers going to American centres. In every instance these people have read the American press and are on their way to do business with advertisers.

MEDICAL ADS. AT LOW RATES.

The Clarksburg Reflector returns a stiff answer to an agency's request to publish a medical ad., five inches, weekly for one year, next reading matter, at \$5, less 25 per cent. commission. The Reflector retorts: "Taking the agent's commission off we are offered \$3.75 for \$16 worth of space. We consider this an insult, and want these cheap-Chinamen patent medicine advertisers to understand our rates are published every week, and we mean to stick by them—especially with quack adverts. For an advertisement of the character sent us we charge double rates, payable strictly in advance, and then only publish it in one paper and send it to the advertiser. These are our rules. Newspapers that contain such advertisements as this one are not fit to go into the household of any family, and we are in hopes that the day will come when our contemporaries will view the matter as we do. It is not justice to the local advertiser to have such despicable advertisements in the same paper with theirs; besides charging them full rates and the outsider about quarter rates. There are papers that will publish anything they can get, and do it for little or nothing, simply to fill up space, but a paper run on principle will not do such a thing."

A BOOK OF FINE SAMPLES.

PRINTER AND PUBLISHER has been shown one of Buntin, Gillies & Co's new sample books of wedding stationery, announcement folders, menus, memorial cards, etc., and was surprised at the beauty and variety of its contents. The book is strongly made and contains sixty leaves of heavy bristol board, to which are attached the two hundred samples shown. The book is complete, and, with one of them in his office, the printer can be sure of being able to please the "most fastidious" customer.

THE LONDON ADVERTISER AND ITS FOUNDER.

THE PRINTER AND PUBLISHER was in London the other day, and made a call on John Cameron, the founder of The London Advertiser, and its controlling shareholder and virtual owner. Mr. Cameron was asked if he objected to interviewing. "Not in the least," was the reply. "An interview, well done, is always readable." Thereupon the interviewing scribe pulled out his note-book and sharpened his pencil. Mr. Cameron had just returned from a month's canoeing and camping trip west of Lake Superior, having "paddled and portaged, and camped, and fried-baconed," to his great delight. Face and neck and hands showed healthful browning, and he declared he never felt younger.

According to page 418 of "Men of Canada," Mr. Cameron was born January 21, 1843, at Markham, Ont., receiving some part of his education at the Stouffville and London Public Schools, but most of it at the type-setter's frame. At an early age he was apprenticed in The London Free Press office, the first year getting up at five o'clock in the morning, through snow or storm, to carry a "round" of papers. He recalls his ecstatic emotions on a Christmas day, when, after delivering his Carrier's-Address cards, he found himself with nearly nineteen dollars in shining York shillings and other coins. He has never felt so rich since. His frame mate at the case was William Southam, now manager of The Hamilton Spectator. His first newspaper composition was a short description of a seasick picnic party at Port Stanley. It was handed to the editor. It was printed. He says he carried that paper about in his pocket for a week, every now and then taking it out and reading it over with great satisfaction. When Macaulay first saw his "History of England" in print he could not have been happier.

When Mr. Cameron was only 21 years of age he started The London Advertiser, which, according to "Men of Canada," "has gone on ever since developing into the principal newspaper in Ontario outside of Toronto."

He has been twice president of the Canadian Press Association, is an elder of Park Avenue Presbyterian church, London, and is seldom absent from the General Assembly as commissioner. He was married in 1869 to the daughter of the late Capt. Mullar, captain and adjutant of the Royal Canadian Rifles. Mrs. Cameron and her eldest daughter are women of wide reading and literary ability.

"Here is a copy of our quarter century edition, issued in 1888," said Mr. Cameron. "On the first page you will see a fac simile of the first copy. It was four pages of that size. For a good many years my brother, William, a very able newspaper man, was associated with me in the publication, and, after his

death, a younger brother, I. K. Cameron (now Queen's Printer), was for a few years business manager. W. J. McIntosh, now of Chicago, was also at one time connected with the business. But I was myself the founder of the paper, and though the paper is now conducted by a company, I am the president and manager and controlling shareholder."

"You were connected with The Globe for some years?"

"Yes, I spent seven or eight agreeable years in Toronto as editor and general manager of The Globe after the death of Hon. George Brown. C. W. Taylor, a man of fine qualities, was my chief associate at the business end, and we had the satisfaction, during my term, of getting the company into greatly improved financial shape. A co-director was Robert Jaffray now president of The Globe Printing Co.—a more than ordinarily able man."

"The Advertiser made a rather humble start as to size?"

"Yes; it started at about the size of a copybook. The time, just about 32 years ago, was propitious. It was near the exciting close of the American Civil War, when people were eager for news of the contest. Like Topsy, the paper 'grewed,' until it is now a household word in Canada, and especially in Western Ontario. I always believed in bright paragraphing and striking headings, and in making a readable paper, and one acceptable to the family circle. We insert no anonymous letters. We have always been pretty radical; for example, being the first paper in Ontario to advocate equal electoral rights for men and women. The Advertiser was the first paper to advocate the plebiscite system. Its general tone is optimistic, our over-editorial motto being Robert Browning's lines:

God's in His heaven,
All's right with the world."

"The Advertiser publishes two editions daily, with 16 pages, on Saturday, and a mammoth, readable 96-column weekly, The Western Advertiser, which, like the daily, makes a specialty of the news of the fertile and smiling areas of Western Ontario, of which London is the railway and natural capital."

In reply to enquiries, Mr. Cameron stated that he started in without a dollar of capital, but had the opportunity given him of taking over the printing plant of The Evangelical Witness, an organ of the then New Connexion Methodist Church, and of acquiring it gradually. At first he was editor, reporter, proof-reader, everything.

Among the humors of his experience, he relates that on one occasion he received a poem from a country post office, professing to be a first effusion, but which was at once recognized as a little poem by Longfellow. On another occasion, after a tea meeting in the country, an honest young farmer confided to him that he was surprised to find him so agreeable in private. "I



JOHN CAMERON.

always thought," said the young farmer, "that an editor was an austere person."

In the earlier, *The Advertiser* was printed on a modest press, the crank of which was turned by a sturdy man of color, Joe Gordon; while the type was, of course, hand-set. Now, it is printed on a Web press, and "set up" by Linotype machines, the latter run by electric power.

The secretary-treasurer of the company is Mr. R. D. Millar, with Mr. Frank Adams as advertising manager. Mr. Cameron's principal up-stairs associate, as head of the editorial staff, is Mr. J. D. Clarke, with Mr. Melville Rossie as assistant; Mr. Geo. W. Yates as city editor, Mr. Geo. Buskard and Mr. E. Clissold.

Mr. Cameron says he feels as young as he did 32 years ago when he started *The Advertiser*, is as optimistic as ever, and is setting out on his next 32 years determined to sustain and increase the prestige of the paper. Both advertising and circulation show a steady increase and a new impulse month by month. Prof. Goldwin Smith and Hon. David Mills are frequent contributors over their own names. The numerous acquaintanceships and inside knowledge acquired in Toronto are often of service.

"You must have graduated a good many newspaper men?"

"Yes; our graduates of 32 years are scattered far and wide. There is J. S. Willison, editor of *The Globe*, who received all his early training on *The Advertiser*, and whose successful career we naturally watch with interest and pleasure; H. F. Gardiner, of *The Hamilton Times*; Harry Gorman, *Sarnia Observer*; ex-Warden James Bryan, *Lucknow Sentinel*; Cameron Brown, *Belleville Sun*; W. K. Atkinson, *The Leader, Eau Claire (Wis.)*; Andrew Denholm, *Blenheim News*; James Hooper, publishing up in the Northwest; Thomas Coffey, of the *Catholic Record*, and many others."

"What advice have you for beginners?"

"Well, there are several things that might be said. (1) The born journalist should make up his mind to stick to his calling, and not make it a mere stepping stone to something else. In nine cases out of ten, journalism, exclusively and energetically pursued, particularly where one can hope in time to become proprietor, controlling shareholder, or attain the upper editorial reaches, gives as fair a living, as interesting and stimulating an occupation, and as much influence, as any other calling. (2) Slang and hackneyed expressions should be avoided in the paper. (3) Cultivate what will interest and elevate the family circle. Make a clean paper. Character tells as much in a newspaper as in an individual. (4) As a small detail, yet important, spell names correctly and give initials accurately. (5) All reports should be given with absolute fairness and without bias, either personal or political. (6) Anything of length worth printing should be set off with bright headings. (7) Cultivate cheerfulness and good nature. Whenever you write anything particularly cleverly bitter, whether relating to your journalistic neighbor or someone who does not wear the same political spectacles as yourself, tear it up, and burn the pieces. (8) Avoid libel suits. The luxury is expensive. In cases of doubt, consult, or hold over. (9) News is valuable in proportion to its promptitude. Half a dozen lines in this issue is better than half a column next day or next week. Condense when necessary—and that is generally. (10) Discourage anonymous com-

munications. Such as attack people personally do not insert at all."

"What is your opinion as to the relation of the newspaper publisher or editor to politics and the politician?"

"As to politics, he will find it more advantageous as well as effective to be moderate in expression and argument, eschewing personalities. As to the politician, the young journalist cannot be too careful as to entanglements that might tie up his independence or mar his manliness. There will always be people perfectly willing to allow the journalist to print offensive anonymous letters for them, make personal editorial attacks and enemies at the same time, and incur loss of business. But should any time of financial or other trial come, do not expect those you have befriended in such ways to make any sacrifices in return. As the young journalist grows gradually older he grows gradually wiser, and then he sees life as it is. He sees that his own political friends are not necessarily all angels, and that his political opponents are by no means necessarily all monsters. He sees that he must rely largely on himself, and that while he may properly become an ally, he cannot, consistently with self-respect and development in manliness, become the 'organ,' the echo, or the tool of any party or any individual. He might do worse than print the following from Prince Bismarck and hang it up in his office where it will frequently meet his eye:

"If you trust in God and yourself you can surmount every obstacle. Do not yield to restless anxiety. One must not always be asking what may happen to one in life, but one must advance fearlessly and bravely."

A TORONTO CIRCULATION OFFER.

The *Toronto Star* has issued a nicely worded circular to its "brethren of the provincial press" suggesting that they go into a circulation campaign together. The circular says: "Here is our proposition: To promote our circulation and join you in providing cheap and desirable reading for the people, we will send *The Daily Star* to such persons as you name, direct from our office, for one year and charge you but seventy-five cents (75c.) We are making a big cut in our price, from which you will derive the greater benefit—therefore the above offer is conditional upon your giving *The Star* and your paper for not more than one dollar and fifty cents per year. We will be pleased to hear from you, but will consider a long list of subscribers as the best evidence of your practical endorsement of the plan proposed, and your determination to make the project what it should and can be made—a tremendous success." This is not a new idea, and when tried before it resulted in no permanent benefit. A daily paper at 75 cents a year is far too low to be justified on business grounds. The country press would not reap any advantage from the "combine" either, because they would be undermining their own constituencies by means of a cheap daily and without adding any appreciable subscribers to their own list. The *Star* is a bright, well-conducted newspaper, but **PRINTER AND PUBLISHER** cannot commend this method of getting a circulation.

Burlington's new paper, *The Record*, edited and published by Fred. B. Elliott, is a well-printed, four-page, seven-column journal. It is all home printed.

A PLEA FOR THE ADVERTISING AGENT.

By F. H. DUBOIS, PETERBOROUGH REVIEWER.

SUPPOSE we take the advertising agent as we find him and look him over. Is he as black as he is painted? Does he—as I verily believe some rural publishers fancy of Brother McKim—wear horns? Is he a bloated, grasping, avaricious cormorant, gathering where he has not strawed? This is about the indictment made out against the advertising agent, and seems, if it be true, enough to convict him without the jury leaving the box.

Before we hail his conviction with satisfaction and his sentence with hilarity, let us examine the record in his behalf. I am not retained as a special pleader for the fraternity, but amidst the general recrimination fired at the advertising agent and his methods, it would seem that the defendant might be heard before sentence is pronounced. That sentence will, of course, be banishment, with instructions that the shipment be immediate and the destination as remote as possible.

Few lines of business are carried on nowadays without the intervention of the middleman. The advertising agent is in that relation as between customer and publisher. His function is not to intercept business that would directly reach the publisher, and levy toll thereon, but to find or make business and offer it at what it may be worth to execute. If the publisher knows what his space costs him, he can tell whether he will lose or gain money by rejecting or accepting offers made. If he knows not the cost of space, then he falls back on his local rate card. Now, it is a fact that if advertising—I refer to the class known as foreign advertising—had to pay local rates, very little of it would get into the majority of papers. So many ways and channels are now open to use in gaining publicity, that a good deal—of a kind—may be had without using the newspaper at all. It is, of course, the best, but the customer knows his limit.

The popular idea is that the advertising agent sits in his office reading the news, while his clerks make hourly deposits in the bank, the ever swinging door letting in people anxious to retain the agent's services. As a matter of fact, the agent has to go out and look for business just as the most of us do. If he finds prospective customers dilatory or indifferent, he has to offer inducements. This can only take the shape of rates, coupled, perhaps, with the offer to set the copy, prepare blocks, and other details. And let me here run a large, long-pointed spike through a widely held belief. When the agent's proposition reaches the publisher, offering \$18 gross, less 25 per cent. commission, for a \$26 space, the agent does not collect that \$26 from the customer and exultingly pocket the difference. The statements to the customer show the actual amount paid, or to be paid, publishers. This reaches the agent, and he repays the publisher, less commission. There is competition in the placing of advertising just as in all other lines of business.

It often looks like a large slice to have the agent corral one-quarter of the contract amount. Let us see for what this commission—as the publisher parts with it—is given. You have the agent's services in looking up business. Plenty of it would never reach you were it not so. Some, undoubtedly, would. His time is worth money. Then he guarantees the payment. This is a serious, and as most of us realize, a solemn matter. He practically endorses his customer's note. If the advertiser goes to eternal smash, and I have known him to go faster and

farther, the agent must stand the loss. The responsible agent who values his reputation as a reliable man, seldom or never comes back to the publisher to beg off. He takes his medicine and profits by the experience.

Too many publishers accept the appearance of a lithographed letterhead, a high-sounding name and a persuasive circular as evidence that their correspondents are bona fide advertising agents and financially sound. To the fact that many proceed with business on the order to "insert and send your account when term expires," without making enquiry as to the standing of the party who sends in the order, resulting in a bad debt, a share of the feeling against advertising agents is due. There are enough reliable agents to handle all the business of the country. Such firms or individuals have a commercial standing that it has taken years to gain. An order may be accepted, and the publisher be as nearly certain as anything can be that he will get his money. He will get it promptly when due, if he has fulfilled his share of the contract. The prompt paying agent expects a trifle the advantage in the matter of rates, and generally gets it. A number of large concerns who place their business direct are in the same category. Carry out your contract and get your money.

The incidental expenses of the agent's business are very large. The postage account represents a fair income. The intricate details of checking and re-checking, of handling papers, circulars, contracts, electros, copy and correspondence, all cost money. These absorb a fair quota of the commissions gained.

On the whole, the advertising agent is not such a bad fellow if we knew him better. He doesn't want the whole paper, only as much as he can use at a figure that will let him hold his customer, get into the columns and secure a commission from the publisher. If his rates do not pay, don't accept, but first find out what your space costs. Next consider what it is worth; and, lastly, if you can, convince the agent that it will pay him to use it.

THE TWO-CENT RATE.

Editor PRINTER AND PUBLISHER:

SIR,—I notice that in your last issue a publisher complains that he has been refused a railway ticket at the special rate granted members of the Press Association. If the agent in question had not been notified by the head office of such an arrangement, he simply did his duty by refusing; hence, rather than make public such a grievance (?), would it not have been better to have had the matter made right quietly through the secretary, as publishers have no rights that I am aware of by which they could compel railway companies to give them reduced fares, but rather it is a concession granted by the railway companies, and to which members of the Press Association have so long been accustomed that we are liable to lose our appreciation of the complimentary nature of the concession. Let me enquire right here if there are not many publishers using this concession who, through their papers, abuse members of Parliament for traveling on free passes?

Yours, etc.,

PUBLISHER.

[The case referred to was made public, not by the complainant, but by this paper, as a hint to others. The railway authorities have admitted the error and will make a rebate.—
Ed. P. & P.]

Bookbinders' Machinery

Of every description manufactured by

Seybold Machine Co.

NOTE.—We are their *Canadian Agents* and are pleased to inform our Customers of the fact we thank you all for past favors and respectfully solicit a share of *your trade* in the future, which will have our *prompt attention*.

The **J. L. MORRISON CO.**

Catalogues
on Application.

2 Front Street West

TORONTO, ONT.

THE NEWS OF THE MONTH IN BRIEF.

TORONTO.

THE first number of Business, J. S. Robertson's new office paper, has appeared and is being well received. Its hints on advertising are especially valuable.

Joe Clark, of Saturday Night, is down with an attack of fever.

Fire, Water and Light is a new monthly published by Robert Winton.

John Schulte, late of The Sporting News, is to be the new editor of Cycling.

The new Globe building on Yonge street is to have a public clock over the entrance.

Faith Fenton, formerly of The Empire, is editing the new Home Journal, a monthly illustrated.

Frank Wilson has just purchased a plant of Rogers typographs, five in all. They are now being installed.

Chas. Johnson, of Warwick Bros. & Rutter's, who was taken ill at Atlantic City, N.J., is able to be back at work again.

J. A. Cooper, editor of The Canadian Magazine, has been awarded a fellowship in economics at Toronto University.

Mr. Walsh, late of The Catholic Register, has issued the first number of his Illustrated Monthly Magazine for Catholic readers.

"Old Williams," for years sporting editor of The Globe, is now, says The News, special writer for The New Orleans Times-Democrat.

The Hough & Harris Co., Toronto, is applying for incorporation to do a lithographing, engraving, embossing and printing business. Capital stock, \$15,000.

Cameron Brown, managing editor of The Belleville Sun, and formerly of The Advertiser and Globe, was in Toronto lately. The Sun has successfully passed its first year.

The Globe lately complained that The Montreal Star had taken its report of the Laurier demonstration at Morrisburg without credit. The Star "acknowledged the corn," and editorially gave credit.

In a letter to Mr. Edgar, M.P., J. W. Bengough sets at rest the doubt as to who wrote the clever campaign song of 1882, "Ontario, Ontario, the Traitor's Hand is on Thy Throat," by affirming that he himself did.

With the September number, The Canadian Live Stock and Farm Journal, published by the Bryant Press, became Farming, and both from the literary and typographical standpoints, presents a very attractive appearance. The chief editor is G. W. Green, the stock editor F. R. Shore, and the business manager S. S. Bond.

Roland Woolsey, formerly of The Telegram staff, has gone to Brussels, where he has purchased The Herald. Mr. Woolsey,

who is a member of the Press Association, is a capable newspaper man and deserves to do well. He spent a winter in Jamaica a year or two ago, and did some journalistic work on the press there.

Sir Edward Russell, editor of The Liverpool Daily Post, was in Toronto on the 8th inst. Sir Edward told a World reporter that he had one fault to find with American papers, and that was that vulgar and slangy method of writing, that would be considered in England an impertinence and would not be tolerated. As to Canadian papers, he had not yet had a chance to form an opinion.

ONTARIO.

The Wroxeter Advocate has removed to Fordwich, a neighboring village.

Herbert Little, son of Mayor Little, of London, is associate editor of Varsity.

D. B. Stewart, formerly of the Toronto press, is working for The Detroit News.

The Wingham Advance, under the management of Mr. J. Cornyn, is greatly improved.

The Guelph Mercury has just purchased three typographs, which will be put in in November.

The first number of The Delhi Vindicator has appeared, and the new journal is bright and newsy.

A new paper has appeared at Wroxeter, Ont. The promoter is Mr. A. E. Simmons, of Wingham.

P. J. Neven, of The Catholic Record, London, was married to Miss Amy Macdonell at Toronto on the 8th.

Jas. C. McKenzie, for several years with The Brockville Recorder, has joined the reportorial staff of The Ottawa Journal.

Suits of libel against The Brockville Times brought by Thomas Tomkins have been withdrawn, plaintiff paying all costs.

H. S. French, publisher of The Sudbury News, has sold the paper to Mr. Trought, of Gore Bay, who will henceforth conduct it.

The Fiery Cross is an illustrated monthly just started at Ottawa for the Scottish-Canadian element. Its editor is T. D. McDonald.

John Reid, printer, Petrolia, fell between the cars of a moving train at West Lorne and received injuries which caused his death six hours later.

On returning to Guelph, after a honeymoon spent in Prince Edward Island, F. W. Galbraith, sub-editor of The Mercury, and Mrs. Galbraith, were given a reception by the young people of their church.

The Markdale Standard has just entered upon the sixteenth year of Mr. C. W. Rutledge's proprietorship, which has been most successful. The paper appears in a new dress from Gwatkin

& Sons, Toronto, and is in every way a credit to its publisher. Mr. Rutledge purchased it 15 years ago from Mr. G. J. Blyth, who has since made a success of The Chatsworth News.

The Cobourg Advertiser has ceased publication. Mr. Longmore, who had the requisite push and ability to succeed, found that Cobourg did not require a third paper.

Mrs. Helen Gregory Flesher, A.M. of Toronto University, and formerly of Hamilton, is editor of The Searchlight, a woman's paper in San Francisco.

Mrs. Watkins ("Kit") of The Mail and Empire, has been ill for some weeks, and recuperated at the home of her literary friend, Mrs. Jean Blewett, of Blenheim.

The libel suit brought by Father Paradis against The North Bay Despatch has been dismissed, but the originators of the story at Verner are to be proceeded against.

W. C. Holland, publisher of Farm, Orchard and Garden, Ingersoll, lost his house, conservatory, printing office and contents by fire Thursday. Loss, \$3,500; \$2,000 insurance.

The thirty-seventh birthday of The Simcoe-Reformer was the occasion of an enlargement and a change in the make-up of the paper. Its publisher and editor, Mr. Hal. B. Donly, is a bright and enterprising man.

The Brantford Expositor issued an eight-page paper and an eight-page supplement on toned paper, in connection with the Christian Endeavorers' visit to that city. There is no let up to Mr. Preston's vigor and enterprise.

Thomas R. Hopkins, late president of the Economical Printing Co., New York, and formerly employed in A. S. Woodburn's printing office, Ottawa, is dead. He landed in New York a poor boy years ago, and built up a business which gave him an income of over \$10,000 a year.

A discussion on the merits and demerits of the "ready-print" system is in progress in Bruce County. The Kincardine Review, Walkerton Herald and Walkerton Telescope are the participants.

Miss E. Sophia James, who accompanied her father, Mr. James, of The Bowmanville Statesman, to England this summer, writes a very interesting account of the homeward ocean trip in a late issue of The Statesman.

The Cobourg Post publishes a full apology for statements made reflecting upon Mr. H. W. Laird, publisher of The Sentinel-Star. The article had attacked Mr. Laird's integrity and honesty, but The Post says it was written in the heat of the moment, and has since been found to be untrue. This being so, it continues: "We have no hesitation in unequivocally retracting the same, and publicly apologising to Mr. Laird for having done him an injury."

The Canadian Typograph Co. are very busy in both the typograph and bicycle departments, and expect to employ over one hundred men steadily from now on. The Evans & Dodge bicycle, built by the company, is in great demand. It is the highest price wheel in the market, but the quality of the workmanship and new improvements embodied in its manufacture give the dealers confidence that it is worth the money.

MONTREAL.

James S. Brierley, of The St. Thomas Journal, spent a few days in Montreal last week.

At a meeting of the Press Association of Quebec Province, Henry Mason, of The Trade Bulletin, moved, seconded by J.

K. Foran, of The True Witness, a vote of sympathy with Ald. R. Wilson Smith, proprietor of The Insurance and Finance Chronicle, in the loss by death of his young daughter.

Mr. Ecrement is the latest addition to the reportorial staff of La Presse.

J. W. Dafoe, of The Star, has been laid up with bronchitis for a fortnight, but is now at his new post of duty.

Mr. Hugh Graham, of The Star, is making arrangements for a six months' foreign tour in 1896.

The Gazette is talking of increasing the size of the Saturday supplement, introducing several new features and otherwise brightening up the paper.

The book by T. St. Pierre, of The Herald, on "The Canadians of Michigan and Essex County, Ontario," has appeared and is favorably reviewed. It was printed by The Gazette Co.

The Star has gone into the insurance idea, carried out with success by several English papers. The relatives of any Star reader or subscriber killed in a railway accident, except railway servants or suicides, are entitled to \$500 insurance. Decision as to payment is left to the editor. No money will be paid in the case of a child under ten.

Hector Berthelot, the popular humorist and editor of the comic paper, Canard, died at Montreal last month. M. Berthelot was for many years a well-known member of Montreal journalism. His genial temperament, kindly humor and generous disposition won him countless friends. By a codicil to his will his executor was instructed to expend \$10 in refreshments for those who attended his funeral.

La Presse, Montreal, is figuring on two new presses. Since their circulation has run beyond 50,000, and seems likely to stay there, the need of presses and some other faster machinery is felt. They are taken with the new "Scott" now running in The Star, and have figures from Mr. Thomas, of that company. No order has yet been placed, however. The only objection to that make is that it appears to take up too much floor space.

J. E. Kennedy, who lately resigned as advertising manager from The Herald, has opened out as a writer of advertisements in the Board of Trade building. He and his brother have invented and patented a new improved slot machine for selling newspapers. It has a regulating gauge so that it will sell papers or magazines from one cent up to ten cents, and will give change up to ten cents. You drop the coin in a slot, turn a little handle in the side of the box, and the machine does the rest. The machine is cheaply made.

When Mr. Richard White, managing director of The Gazette, returned from Europe last month, he was waited on in his office by the members of the editorial, business and mechanical departments of The Gazette Printing Co., and presented with an illuminated address, which read as follows:

DEAR SIR, - The employees of The Gazette, gratified at your return from the old world in restored health, desire to tender you their congratulations and to assure you that the fact is one that gives them the greatest pleasure.

They also, recognizing your generosity and kindness as an employer and your usefulness as a citizen, wish to express the hope that your renewed strength will be long continued to the benefit of The Gazette, the community which has learned to appreciate your value, your employees and your family.

Mr. White, in replying, thanked the donors for the token of their sympathy, which he highly appreciated. Their interests were mutual, and he could only add to their kind wishes the hope that whatever success his services could secure for The Gazette would be to the advantage of them all.

THE MARITIME PROVINCES.

H. A. Cropley is to resuscitate The Fredericton Capital.

The Herald Publishing Co., of Fredericton, have begun a daily issue.

Georgetown, P. E. I., is to have a weekly paper called The King's County Advertiser.

Town Topics is the name of a small paper issued at Amherst. Amherst is only a small town, but it boasts of ten papers, two being dailies.

Robert Anderson, late editor of The Sydney Island Reporter, has gone out of journalism and taken a position with the Dominion Coal Company.

The recent fire at Liverpool burned out The Advance and Times. The Advance appears in very condensed form, but The Times remains in the ashes. It will rise later on.

Messrs. W. C. Milner, W. Bedford Dixon, W. F. Harrison, of Sackville; Howard Trueman, of Westmoreland parish, and S. D. Scott, of St. John, have been incorporated as The Post Printing Co. (ltd.), with a capital of \$5,000 in \$500 shares. The company is to purchase and publish The Chignecto Post, of Sackville, N.B.

The St. John Telegraph, one of the leading journals of Canada, has passed into new hands. It has been sold to Mr. M. B. Edwards, a shareholder in the company, and Mr. Thomas Dunning, another shareholder, who has been business manager of the paper. It is now printed in the name of Dunning & Edwards. Mr. Dunning is a capable publisher. Mr. James Hannay continues editor. John V. Ellis, Jr., replaces John B. Jones as news editor.

MANITOBA AND THE WEST.

Foster Hanna is promoting a new evening paper for Victoria, B.C.—The British Pacific Gazette.

Editor Bell, of The Nor'wester, has printed an explanation of the paper's attack on Mr. Richardson, of the Tribune, and the libel suit has been dropped.

The Winnipeg Typographical Union have decided to get up a dinner. A general reunion of newspaper workers is intended. The date is November 2, the fifteenth anniversary of the granting of a charter to the Winnipeg Union No. 191 by the International Union.

The Liberals of West Selkirk are going to start a paper there.

The Real Estate Register will be a new publication issued monthly at Vancouver. F. W. Rolt is manager.

J. M. Tombs is starting The Stonewall Banner, weekly.

The Colonist Magazine, Winnipeg, is now under the control of H. S. White.

The British Columbia Mining Record is the name of a new monthly published at Vancouver by Alexander Begg.

J. A. Osborne will in future publish The Western Workman at Brandon instead of Winnipeg, having joined the staff of The Brandon Sun.

The Portage La Prairie Daily Graphic has suspended publication, and The Daily Item has been enlarged to nearly double its former size.

Miss Moore, of Portage la Prairie, is severing her connection with Saturday Night, and will go to Brandon.

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MACHINE TYPE-SETTING AS A COMMERCIAL PRACTICALITY.

Reprinted from Newspaperdom, June, 1895.

WITHIN a comparatively brief period, there has taken place a radical change in the attitude of alert, progressive publishers toward the question of type-setting by machine—the wisdom of its adoption and the feasibility of its maintenance. Away back in the past there was the epoch of wonder and doubt: then followed an era of uncertainty and hesitation; now, it is apparent to everyone who is an observer with a horizon at all extended, that all this has given place to a conviction, based upon abundant testimony and experience, that machine type setting has effectually, economically and permanently superseded hand work.

The record of the adoption of composing machines has supplied a curious chapter in the history of the development of labor-saving appliances. In spite of the high standard of intelligence in the printing trade, there has been a remarkably persistent antagonism to the introduction of the machines; but perhaps the most unaccountable element in the situation has been the reluctance of proprietors and employers to avail themselves of the facilities offered for reducing cost of production and securing other plain advantages. This result, it cannot be gainsaid, has been the product of an overdeveloped prudence, that took the form of hesitation, based upon an expectation that only a beginning had been made in the invention of type-setting machinery, and that he who was shrewd enough to wait for new and undreamed-of wonders would secure great advantages over those who were prompt to install the mechanical type-setters.

And the sequel has been an abrupt, regretful awakening. Today, in place of the self-satisfied waiters, who have sat with folded hands while composing-room expenses have been maintained at the old figure, we see all along the line—big city dailies, small city dailies, book offices and even in the country weekly to some extent—a conversion to the claims of mechanical type work that has almost overwhelmed the makers with orders, notwithstanding enlargement of factories and their operation by night as well as by day.

We believe that at the present time no greater service can be done newspaper publishers generally than to open their eyes to the folly and cost of their delay. The Thorne machine and its achievements furnish an illustration. In the office of the leading afternoon newspaper in the metropolis—The New York Evening Post—these machines have been in operation over four years. Day by day and week by week they have been steadily at it, not in an experimental way, subject to constant tinkering and repairing that necessitate frequent stoppages, but each producing rapidly and constantly a line of type that under the deft handling of the just fier has grown into galleys and pages of matter answering to all the conditions of the best hand product. Foreman Van Vliet has all this time kept a careful record of the performance of the machines and their operators, with every incident item of expense; and he tersely sums up the matter by declaring that the machines have long ago paid for themselves, and are now accumulating a sinking fund to provide against any possible contingency in the future. Their average output is some 7,000 ems an hour, while at rush times a speed of 7,000 ems is attained.

That is certainly a most satisfactory record, in view of the high wages that are paid in New York. But, especially in the offices of newspapers in the smaller cities, where moderate wages are paid, we believe it is a safe assertion that a Thorne type setter will so reduce the cost of production per thousand ems that its cost will be covered back into the publisher's expense account in two years' time, to estimate very conservatively.

When the utility and economy of machine composition are regarded from such a viewpoint, the whole subject begins to wear a

new aspect. The question becomes not, What can I save by using a Thorne? but, What have I lost by waiting, instead of installing the machine long ago? While many a publisher has been, through misconceived shrewdness, looking forward to the realization of an inventor's dreams or the efforts of some persuasive "promoter," promising to produce a machine of infinite output at infinitesimal cost, his more practical competitor has perhaps entirely paid for his Thorne; and—with a machine in which wear or depreciation is hardly perceptible—he is going on still to save pay roll and at the same time produce a better paper.

In the state of Ohio—the "home of the small-city daily"—the type-setting machine has been widely adopted. Evidence as to its efficiency was freely given at the last annual meeting of that admirable organization of progressive publishers, the Associated Ohio Dailies, at which the Thorne was fully discussed as to its very practical bearing upon the basis of cost and product, profit and loss, as follows:

W. S. Cappeller, of The Mansfield News—I put in a Thorne type-setting machine last July, at a cost of \$1,800. We have run it every day and Saturday night since that time; and if I could not get another machine, I would not let it go out of my office at two or three times what I paid for it.

A Member—What was the total outlay?

Mr. Cappeller—I think I purchased 700 pounds of eight-point type, which matches the plate I use; and I submitted to two or three newspaper men my papers of last Saturday, Sunday and Monday, and they asked me which was plate and which was machine type; and when old experts are unable to tell the difference between them, we have pretty nearly arrived at the standard of efficiency in the publication of first-class newspaper work. We put in the machine last July, and we have run it continuously up to this time. We have not spent a penny on it for repairs, medicine or physician of any kind. Our operators are now setting over 4,000 ems per hour. The Thorne type setting machine we put in the office after investigating thoroughly all the other machines on the market; and I think Mr. Hosterman and the other gentlemen who have used the Thorne will agree that it is the machine adapted to any daily newspaper in towns running from 10,000 to 40,000.

A Member—Why?

Mr. Cappeller—For the simple reason that it requires less care, and is less liable to get out of order. I think that answers the question. The Thorne machine requires two operators and a boy.

A Member.—What do you pay the two operators and boy?

Mr. Cappeller.—The News is a seven day newspaper. We pay the two operators (both of whom were full regular printers) \$15 per week each, and we pay the boy, who takes care of the machine and looks after the distribution, \$4.50 a week for the seven days, making \$34.50 per week. We are setting now, working on the average of fifty or fifty-two hours per week, from 220,000 to 225,000 ems per week, with one machine, making the cost per thousand about fifteen cents. That is our experience with the Thorne type-setting machine. That is the actual cost, and does not include the power or the wear and tear. In this connection, I want to say that the boy who takes care of the machine, if he is anything like a likely boy, will keep the machine running right along. If the forms are properly cleaned in the pressroom, there is no danger of the type breaking. I do not believe that we break as much type as the fellows drop out of the r cases in ordinary hand-composition. To sum

it all up, I do not see how we could have gotten along without it since July.

The Chairman—Do you find your font of 700 pounds sufficient up to date?

Mr. Cappeller—Yes. We do not stereotype; we print on a Cox Duplex web press.

A Member—What did you pay for hand composition?

Mr. Cappeller—Twenty-three cents for day and twenty-seven cents for night.

The Chairman—What compositors have you in your new room, besides these two men who work on the machine, and the boy?

Mr. Cappeller—The compositors we now have in the newsroom, besides these, are the foreman at \$16 per week, seven days, the assistant at \$11 per week, and another man on the ads. and heads, whom we pay \$12.

The Chairman—How many did you displace by the machine?

Mr. Cappeller—Only one; but the other advantage is that we are now setting more type than before, with the machine, and are making correspondingly better papers. The Thorne displaces only one man; but if we were setting as much type by hand as we are now setting by the Thorne machine, it would require four or five men. I think it is now setting as much type as five men could set, and our operators are not as well skilled as they should be. The keyboard operator is all right, but the justifier is unable to keep up. The Thorne type-setting machine will, I think, save us \$1,000 a year now.

The Chairman—Your pay-roll is \$73.50 per week?

Mr. Cappeller—Yes, sir.

The Chairman—You have made an investment of \$1,800, and the cost of 700 pounds of type; let us say \$2,000 in all. What is the average life of the Thorne machine?

Mr. Cappeller—When I was buying it, I was in Chicago, and

went down to where they were running a Thorne machine, and had it in the office over four years. The machine was running along as well then as the first week—better, in fact. The Thorne type-setting machine is not complicated in its construction; and I know of no reason why it should not last twenty-three or twenty-seven or thirty years.

A Member—How do you save \$1,000, Mr. Cappeller?

Mr. Cappeller—I am making a much better newspaper, and to set the same amount of type it would cost me a great deal more; and the making of a better paper is a very important matter.

The Chairman—You never ran your newsrooms on \$73.50 a week before; that is, within the last two years before putting this machine in?

Mr. Cappeller—No, sir.

A Member—You have no trouble with the machine getting out of order about the time of going to press?

Mr. Cappeller—I suppose that is on the theory of the child always behaving badly when you have company. But the machine does not; on the contrary, about the time of going to press it is a great help, because you can jump it out at a lively rate.

It is quite apparent that the discussion above quoted was free from any prejudice that might distort or exaggerate results—free from sentiment, and reduced to a plane of bald facts and practical conditions. It is well known that the machine under discussion was, and is, producing much larger results in offices scattered all over the country, but the point aimed at in this paper is commercial practicality, and the manner and trend of the discussion carried on by the Ohio editors seemed particularly pat. Users of the machines say the net result is largely a question of management, just as it is in any other department of the newspaper business. We know of offices where the supervision is so good that operators never allow the hourly output to fall below 6,000 ems.

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PRINTING BUSINESS

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DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

AN ENGLISH VIEW.

THE outlook for our pulp industry is beginning to attract attention in England. It will be seen from the following article which appears in the last issue of *The London Canadian Gazette* that an English paper journal—*The Paper Makers' Monthly Journal*—favors an export duty on Canadian pulp:

Steadily and surely a new item is forcing its way into the returns of Anglo-Canadian trade. We refer to the British importation of Canadian wood-pulp. Last year Canada stood third in the list of countries supplying British needs. That is to say, Norway exported to this country to the value of £694,919; Sweden came next with £344,021, and Canada third with £82,841, the export from the United States being only £48,489. Much of this United States export is, no doubt, also really Canadian, being classed as "United States" because of exportation via Portland and other United States ports. When, therefore, we find an official of a United States pulp and paper company boasting that they ship 25 per cent. of their product to England, and supply *The Pall Mall Gazette*, *World and Echo*, of London, it is a fair inference that these and other leading English journals look even now to Canada for the material upon which they display their literary wares. So does the interdependence of the English speaking world grow apace.

Beyond question, there is a great future before this Canadian pulp making industry. It should outdistance all competitors. Of these the chief are Norway and Sweden. Norway has hitherto supplied nearly one half of British imports, and Sweden another quarter. Yet inquiries which the High Commissioner has made in the chief centres of the paper trade—viz. in London, Lancashire, and in Scotland—show practical unanimity as to the superiority of the Canadian article over Scandinavian, the former being more evenly made and the texture better adapted to paper-making. The president of the Darwen paper mills in Lancashire went so far as to declare that Canadian pulp would eventually command from 5s. to 10s. per ton more than Scandinavian if the quality be kept up; and it is worth noting that of the 10,000 tons of dry pulp used in these mills in the year, 1,500 tons are Canadian as it is. "The Canadian fibre," says the president, "seems to mill better, and is certainly of a finer and tougher texture." This testimony is generally corroborated throughout the trade, and at once opens up a great field for Canadian enterprise, for the British imports of mechanical and chemical pulp were in 1894, 280,188 tons, of the value of £1,432,747.

How does Canada stand in this matter in relation to the United States? The treasurer of the Hudson River Pulp and Paper Co., though interested in the United States trade, has no doubt on the point. He says "Canadian spruce is about the

best material in the world for the manufacture of pulp, and we will use about 3,000 carloads of it this year." In any case, Canada will supply the spruce. She will also, if enterprise be not dead, supply the manufactured article. "I do not understand," said this same gentleman, "why Canada is not doing more in the manufacture of paper. You have every advantage as regards material, power and cheap labor. As things are at present, it costs 50 per cent. more to make paper in England than in the States, and, considering the extent to which we have to depend upon Canada for our supply of wood, it seems as if with some enterprise Canadians ought to be able to compete with us." And Canada will. She has vast forests of suitable wood, abundant water-power, and magnificent rivers for transportation; and Canadian statesmen may be trusted to do all in their power to encourage an industry which may prove so great a source of wealth to the community. *The English Paper Makers' Monthly Journal* for September 16 suggests that the Canadian wood be protected by an impost or export duty, so as to encourage the manufacture of the raw material into a marketable commodity. "Given the export duty," it adds, "there is no reason why the (Canadian) pulp-making industry should not grow with great rapidity; and no reason why investors should hesitate to place their capital in such an industry." There are now pulp mills at Grand Mer, Quebec Province, and at three points in Nova Scotia; while a pulp and paper mill is being placed on the new Canadian Sault water-power canal. The St. Lawrence towns, and Nova Scotia and New Brunswick, and now the whole district of the Sault, have here a great chance; and we shall be surprised if they and British capitalists do not follow the advice which the High Commissioner and the Canadian Government agents in this country have long urged upon them, and make the most of their opportunity.

ADVANCE IN WOODBOARD.

Woodboard is advancing and the E. B. Eddy Co. have advised their agents that the following quotations now obtain:

\$40 less 10 per cent. discount in full carloads, freight paid or allowed.

\$40 less 5 per cent. in ton and up lots, l.c.l. freight paid or allowed.

\$40 no discount in less than ton lots, no freight allowed.

CALENDARS AND CARDS.

The Toronto Lithographing Co. have issued a circular with list of calendars and cards for 1896, which can be adapted for newspaper and other premiums. A set of calendar or card samples will be sent out on application.

WILL PRICES GO HIGHER?

THE paper market on news print is steadier and in a more satisfactory condition than for some time. Mills are all busy, and some of them have been running overtime. Evidently the bottom has been touched, and the outlook for the future seems brighter. At the same time there is nothing in the situation to warrant higher prices. On the present basis the best mills, with capable management and the most modern machinery, can pay dividends better than they could a few years ago. The close competition forced manufacturers to work and scheme to bring the cost of production to the lowest possible point. This cost has been very much reduced. The limit seems to have been reached, though there is a tendency now to produce a better looking paper for the same money. That is, all the mills will quote 3 or 4c. for a certain grade of paper. They do not so frequently endeavor to secure the order by taking 1/8 or 1/4c. off, but by showing a slightly better grade of paper for the same money.

EXPORTING WRITING PAPERS TO EUROPE.

Mr. Robertson, of Austin & Robertson, Montreal, has just had an experience which shows that there was more truth than fiction in the statement published in *PRINTER AND PUBLISHER* nearly two years ago, that we might even look forward to a time when we would ship fine grades of writing papers to Great Britain, as well as common wood pulp papers.

Just before leaving on a trip to Great Britain he asked one of his correspondents on this side to let him have a supply of samples and prices for big lots. These he took over and submitted to several large buyers. They examined them carefully, figured on the cost delivered, and found they were cheaper than anything offered by home manufacturers. He took two good—very good—orders. One was shipped at once, and on his return here he found a letter reporting the receipt of the paper and endorsing an order for another shipment of the same grade. The other buyer has not yet had time to report his experience. The quotations were given and sales made of regular lines, not job lots.

The possibilities of paper making in this country are very great, and the Government and the manufacturers should give the question of its development their very earliest consideration.

AN ADVANTAGE.

"I think Canadian newspapers buy very much cheaper than those similarly situated in the United States," said Mr. Gillean, of the Canada Paper Co. "In Canada the majority of newspapers buy direct from the manufacturers, and almost at as close figures as the jobber can. In the States very few of the mills sell direct. They go to the jobber, who, after adding his profit, resells to the publisher."

A LACHUTE PROPERTY CHANGE.

The Lachute grist and saw mills have been sold by Messrs. Simpson and Boyd to Mr. J. C. Wilson, for \$14,750. The Watchman says these mills held the right to the first water in the dam, and as Mr. Wilson's factory is so large that at certain seasons of the year he is compelled to run an engine to get sufficient power, the first water privilege was worth more to him than to any other person. Mr. Wilson intends placing the grist and saw mills in a thorough state of repair and renting them

subject to the first water being used for the paper mill, and subject to the mills being torn down at any time, if he should decide to build a sulphide pulp mill.

A VISITOR FROM ENGLAND.

The principal paper men in Canada received a visit this month from Mr. S. Charles Phillips, editor and publisher of *The Paper Maker and British Paper Trade Journal*, who has been inspecting the paper making centres on this continent. Mr. Phillips has lately been in Scandinavia, the paper interests of which he is now writing up for his journal. He has been at Sault Ste. Marie, Ont., Toronto, Montreal and other points in Canada, and has been cordially greeted by the trade. He was much impressed with the conditions of paper and pulp making in the Dominion and thinks highly of its future boundless possibilities.

PAPER NOTES.

When the Canada Paper Co.'s new pulp mills are ready in spring they will be on the market to sell pulp.

Bed quilts made of perforated sheets of white paper are becoming quite popular in Europe, especially in England, Holland and France.

A. T. Hodge, vice-president and treasurer of the Chicago Paper Co., has returned from a holiday sojourn in the Muskoka region.

A Toronto man, T. D. M. Burnside, is selling agent in London of the English paper concern, Dixon, Horsborough & Co., Ltd.

A 160-inch machine is to be part of the great equipment of the Sault Ste. Marie mill. Both English and American makers are seeking the order.

Canadian pulp has to compete in Europe with Norway and Sweden. Our spruce makes better pulp, and we should be able to overcome the difference in freight.

The Eddy Co. had an inquiry from two of the largest English illustrated papers for quotations and samples. They were not able to quote, replying that Canadian orders kept them running full time.

HOW SOME NEW PAPERS START.

The eagerness of supply houses to start up new papers at points already covered by existing concerns is a subject that demands attention from publishers. A plant is supplied on tempting terms. The part-cash payment down is made small, and sometimes, it is charged, dispensed with. The new paper competes with others already established, and only succeeds in cutting some of their profits without securing an existence for itself. The supply houses have usually in the end to take back the plant, second hand, and hold it under a strong temptation to start up another individual at some other point, to the detriment of local interests. The houses which do this kind of thing expect the publishers who have been injuriously affected to go on trading with them. This method of increasing sales is both unfair and unbusinesslike. The publishers who are the victims of it must, in their own interest, strive to stop it. A case that illustrates this condition of affairs has lately taken place in Canada, and the local publishers who feel aggrieved at the action of the supply houses have brought it to the attention of *PRINTER AND PUBLISHER*.

MR. SHANNON AND HIS EMPLOYEES.

BEFORE leaving Kingston for Ottawa, Mr. L. W. Shannon, president of the Canadian Press Association, was summoned to the job room of The News office, on Sept. 25, and presented by Mr. James Stacey, on behalf of the employes, with a handsome gold-headed walking cane, accompanied by a strong assurance of their good will and esteem. The News reports the affair: "Mr. Shannon was at first quite overcome with emotion, and, beginning his response in faltering tones, it was not till he had nearly concluded that his voice resumed its wonted steadiness. He had, he said, been taken by surprise, never having expected any such token of regard. He had always tried to treat his employes fairly and squarely, believing—apart from any other principles he might hold—that to do so was good business policy. He could not have had a more faithful set of employes; and while on many accounts he had not been able to tear himself away from Kingston without a hard wrench, not least among the causes of regret was the fact that he must part with his old-time associates in The News building. He hoped, however, that all was for the best. If he could secure from his new employes such attachment and loyalty as had been shown by his Kingston staff, he would be abundantly satisfied. He could only thank those before him, one and all, for the sentiments that had been expressed, and for the token of affection given him, which he would always cherish as a valued memento of perhaps the happiest period of his life."

A SHARP POINT.

You have seen newspaper men try to chip an item from the column of a newspaper with a knife, and make awkward work of it, says The Trade Press. You have—and maybe you haven't—seen a woman cut a clipping out of a paper with a pin, and been struck with the neatness and deftness with which she did it. Perhaps you don't know it—you newspaper fellows who are always clipping items and ads. from papers picked up at odd moments and places—that you can cut an item out much quicker and slicker with a pin than with a knife or dull shears. Try it. The cost is nominal. If you haven't got a pin, borrow one.

DON'T GET TOO NEAR COST.

B. H. I., of Rockland, Massachusetts, sends a very clever article on "Competition." He takes as a basis an order for 100,000 handbills, printed on both sides. He first gives a table showing what he considers a fair estimate. Then he gives an itemized account of what the job actually costs him, and finally he gives a table showing how he figured the different items with a view to getting the job. He secured the work, his price being 2½ cents per thousand lower than his competitor's. This illustrates the position of the printer very clearly. So long as he follows such a course as that he will meet with success. Let him first make sure that he knows what the work ought to bring, then ascertain what the work will cost him. Between these two figures there is a wide range. He must exercise discretion. If he feels certain he can get the full price he is justified in charging all it is worth. If, however, he finds it necessary to sacrifice a part of his profit, he can safely do it, provided he keeps his eye on the cost and steers clear of that. A printer must in some degree gauge his price by the conditions which

surround him. If he is particularly anxious to get a certain job, and knows his competitors will figure closely, it may pay him to come down some from what he considers a fair price, but it will never pay him to get down so near cost that a slight accident will take away his entire profit. He takes a tremendous risk on every job. One letter misplaced may ruin the work, making it entirely worthless. This risk must be considered on every job, and 10 per cent. is not too much to add to cover it. This 10 per cent. should be considered as part of the cost.—Inland Printer for October.

COULDN'T DO BETTER.

A remarkable compliment has been paid by the Grand Lodge of the Independent Order of Good Templars to the publisher of The Pictou Advocate. In its September issue it says: "We can get no tenders so satisfactory as The Advocate. The paper is well printed, and that is more than can be said for many of the papers issued in this province." The statement is true, quite true. Apart from the excellence of the work done by The Advocate for the I. O. G. T. organ, let us say that no paper in Nova Scotia is better printed than The Advocate, and none so worthy of support as an example of provincial enterprise. Mr. McDonald's paper is bright, well printed, newsy, is of standard character, and withal is an independent, fearless Liberal journal, and has lived, and can live, without the aid of Government pap. Liberal newspapers, as a rule, are like it in that respect, and it is a matter of speculation in many places what fate is in store for the Conservative sheets when the Government pap is withdrawn.—Truro, N. S., Times-Guardian.

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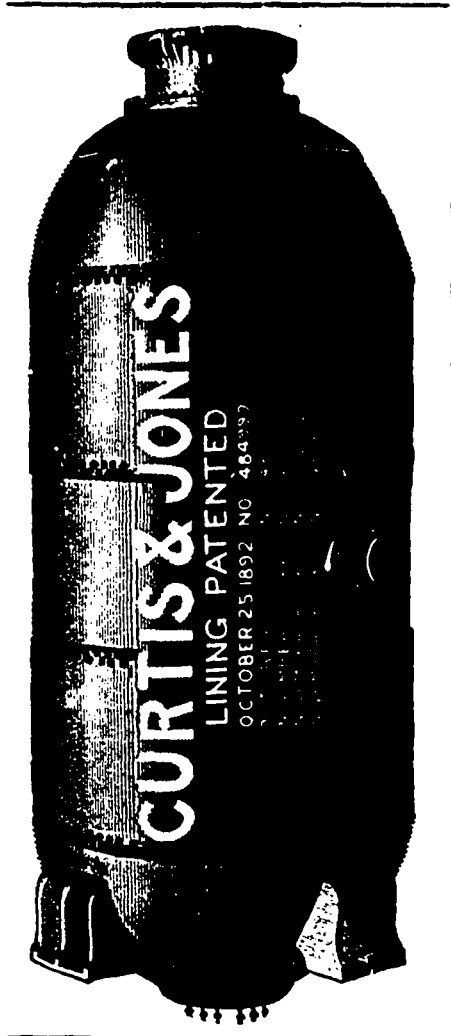
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ment that they were made in Canada. That fact
is a pleasure and we are
pleased to learn and that others should
that such work is done in Canada. We are
Yours sincerely
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In fine typography, good **PAPER** is as important a factor as good ink, type, press and execution.

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