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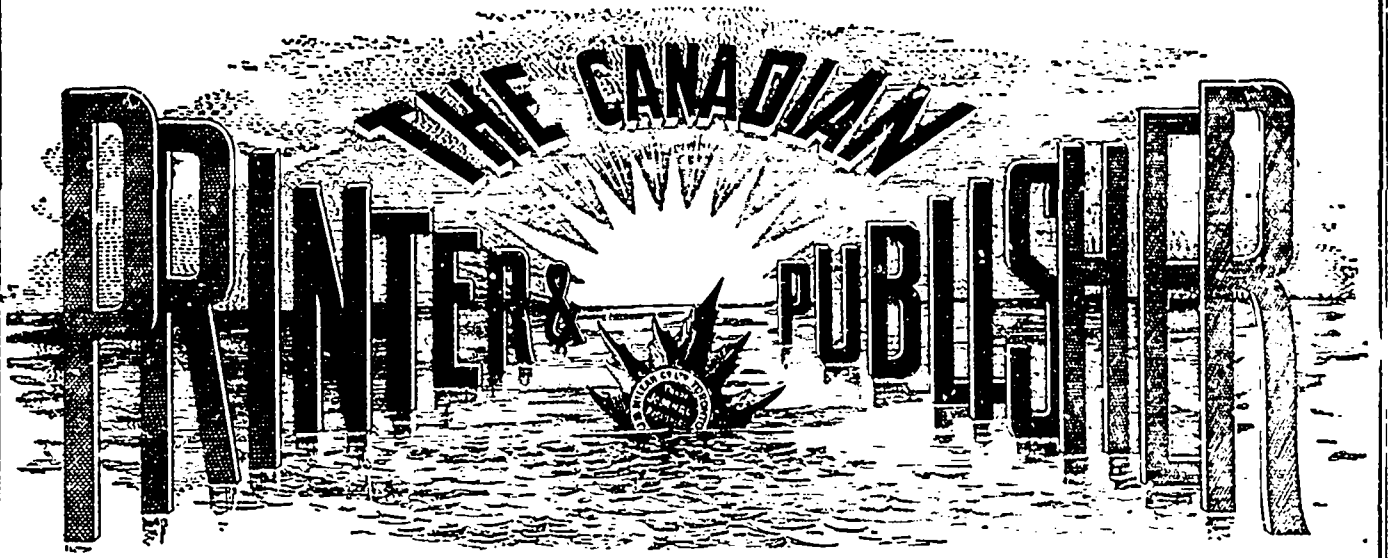
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## THE WEEKLY PRESS.

THE NEW PRESIDENT OF THE C. P. ASSOCIATION.

MR. ROBERT HOLMES, editor and publisher of The Clinton New Era, who was unanimously elected at Ottawa, in March, to the presidency of the Canadian Press Association, is a good representative of the weekly press of Canada. Mr. Holmes is one of the pioneers in the movement to make the local paper a thorough newspaper, giving all the news of the town and district, and presenting it in clean paragraphs. His career as a publisher and journalist has been associated with The New Era, and he and his paper are real factors in the life of the locality. For several years he has been mayor of Clinton, and his name is now mentioned as the possible Liberal candidate in West Huron for the House of Commons, should Mr. M. C. Cameron, M.P., retire from the representation, as it is expected he will do. Under Mr. Holmes' presidency the Canadian Press Association should flourish, since he is an acceptable spokesman for the country press, while the other members of the executive for 1898 represent various other powerful interests. No doubt Mr. Holmes will carefully consider the position of the weekly publishers in the association, and determine how they can best promote its usefulness to them. Mr. Holmes, as an individual, is deservedly respected and popular, and **PRINTER AND PUBLISHER** sincerely congratulates him on his election and also on the fact that the executive consists of such able and representative men. The new members, Mr. Tarte, of La Patrie, and Mr. Matthews, of The Globe, are welcome additions to the

executive. Mr. Tarte is an influential representative of Quebec journalism, and will be a valuable ally in promoting the new interprovincial character of the association. Mr. Matthews is a well-known and capable member of the city press, has close affiliations with journalistic work of many years' standing, and is highly thought of by all who know him.

### THE WEEKLY PUBLISHERS' SECTION.

The idea entertained in some quarters that the weekly publishers should, in organizing a section of their own, withdraw altogether from the association, strikes one as a most impracticable and silly suggestion. In order that the special claims of the press may be heard and advocated, consolidation, not disorganization, should be the rule. If the various members of the association were to be sorted out according to the dates and frequency of their publications, their political opinions, their ancestral origins, or their religious creeds, we could soon have a great crop of press associations, each claiming to be the real representative body. The interests uniting them not being sufficiently broad, such bodies would necessarily expire of inanition. Local associations which can meet frequently and have special local interests are a natural growth; sections within the Canadian association, having papers, discussions and subjects of their own to consider are also a reasonable product of present conditions. A general break-up of the association is not possible now and would be a bad thing if it could be effected.

### JOURNALISTIC LEGISLATORS.

The Ontario Liberals were very fortunate, during the recent elections, in securing the return of so many able newspaper men to the new House. Messrs. McLean, of Huron, and Pirie, of Wentworth, were, it is true, defeated (as indeed was Mr. Evans, Conservative, of The Mail, in the other Wentworth), but the following emerged triumphant from the fight: Messrs. Pattullo, Stratton, Pettypiece, Russell, Auld, Craig and Graham. Next session could be made a regular bargain day in libel law amendments, as the Government's majority is small, and men of light and learning must now be listened to respectfully by the politicians on both sides.

### SUBSCRIPTION RATES.

If postage would inspire publishers to make an increase in subscription rates the harvest of Mr. Mulock's new proposition would not be wholly discontent and pecuniary loss. It requires

backbone to increase rates, but the weekly can do it easier than the daily. The latter's subscription is still high; the weekly rate is getting near the disappearing point. As has been mentioned before, the Messrs. Smallfield, of The Renfrew Mercury, have maintained the \$1.25 rate, although nearly everyone else seems to have taken a tumble. Surely a local paper that has a hold on its constituency, that really fills a place, could seize the imposition of postage to get a better rate. No better opportunity will ever occur. If the local journals unite in the demand they ought to be able to carry it successfully. Where there is cutting and no unity, of course, an increase is impossible.

#### WORK AT HOME.

The constant interruptions to which a weekly editor is subjected leads a contemporary to say that he ought to have one room at home where he can write undisturbed. "Every editor, if he have a residence of but four rooms, should have one of them set apart exclusively as an editorial room, and here he should do, as far as possible, all the work of editing his paper. Try it for awhile, and you will be surprised how much more you can accomplish, how much better the paper will be edited and how much more business will be obtained and despatched. Mixing up editing and business not only nearly drives the country editor crazy, but greatly interferes with his success. Money will be made to let the office run itself part of every day while he remains at home carefully editing the paper. An hour at home is worth three at the office in editorial work. Then business can be so much more readily handled when the copy hook is full and the printers' yells are not heard. Run an editorial room at home."

#### FREE ADS. FOR BOOKS.

An experienced newspaperman, who knows both weekly and daily work thoroughly, and has figured out the profits of both branches of the publishing business pretty closely, assures *PRINTER AND PUBLISHER* that he thinks more free notices are given away in reviewing books than in almost any other way. He refers specially to the daily press. The statement is quite true as regards the dailies. It is an open secret that publishers depend greatly for the sale of their books upon reviews. Even the sale of books by a popular author can be much injured by unfavorable criticisms. In the weekly field the free notices are not common. The editor will often give ten dollars in free notices in order to get a four-dollar magazine. He may find it more convenient to do so. But, if he conducts his paper on the proper basis, i.e., knowing what his space costs him, and

getting its value every time, he would do far better to pay the money. However, many take the magazines and give the fat notices. Would it not be better to make the book notices part of an advertising contract with the local booksellers? The latter are notoriously lax in advertising and pushing their business. Some are bright and advertise. The majority in good sized towns do not. It would pay them to do so, if not in display ads., at least in notices. An arrangement may be practicable in some cases, and the publisher should try.

#### SUGGESTIONS.

My idea of a paper, says an Illinois publisher, is to get as close to the people as you can, and get them interested in what their neighbors are doing. This cannot be done entirely by the conventional way we have been running our papers, but must be done by having them contribute in various ways to the papers. Lengthy articles on how to run a farm, and how to make children mind, and how to plant corn and oats, and how to make chickens lay, are not what newspapers want. A country weekly should try to cover but one field—the home field. This has heretofore been considered a sort of *perfunctory mention* of Mrs. Smith going to town and Mrs. Jones staying at home, while a local stating that John Brown's house is where it has been for years is never out of order. All these things are a part of the duty of the country weekly, and give it the power and prestige it has, but they are not all that should find space in the paper. Get the children interested in the local history, in writing



MR. ROBERT HOLMES, Editor Clinton New Era.

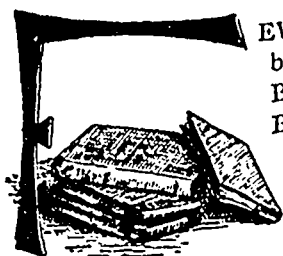
articles on various subjects, and the older ones in writing of their experiences in life, of things that can be written of, and interestingly, too. Prizes of various amounts will get all these articles and would stimulate interest in the paper such as can be had in no other way.

#### A FARMER'S AD.

A conclusive instance of the value of advertising in the sale of produce is reported by The Doylestown (Pa.) Republican. Farmer Eastburn had 8,000 bushels of potatoes to dispose of, so he advertised a sale, using liberal display and telling the whole story in his advertisement—no reference to "see bills for particulars," the usual and ineffective method. The result of Farmer Eastburn's policy was seen on the day of the sale, when people came for miles to attend the sale. More than eight thousand bushels of tubers were sold, some for as much as \$1.26 a bushel. Though the cost of the advertising was large, yet the size of the resultant bank account is ample warrant for the expenditure.

## BOOKBINDING FOR THE BOOK-LOVER.

By E. J. Hathaway, Toronto.



EW there are who know a beautiful book when they see it," writes Mr. Brander Matthews in his "Notes of a Book Lover," "and fewer still who appreciate one." A well-printed and well-bound book may be in itself as true a work of art as the piece of literature which it contains, yet, in the libraries of many

persons of literary and artistic tastes tall volumes are rarely found, and the poorly-printed and cheaply-bound books of the business world are considered good enough. With some, the chief interest in a book consists in possessing it.

Still am I busy books assembling,  
For to have plentie it is a pleasaunt thing.

Others cherish a book because of its rarity, or because of the handwriting upon its fly-leaves. In their eyes the good edition, well printed on fine paper with liberal margins, and finely bound in leather, with artistic decorative designs, is not to be compared with the often-times cheap-looking and ill-made volume, which by some chance happens to be the editio princeps of some neglected and almost forgotten author. These persons, however, are bibliomaniacs, and not bibliophiles. The bibliophile is the true book-lover. To him, the printing, illustrations, and binding are equally important with the contents. By many these are considered as mere necessary details, having no intimate association with the contents and possessing no claims to attention by reason of an intrinsic beauty.

In Burton Hill's "Book Hunter" it is recorded that, in the hearing of a dealer in old books, it was remarked that a certain person was said to know something about books. "He know about books," was the retort, "nothing—nothing at all, I assure you, unless, perhaps, about their insides."

When setting up The Kelmscott Press in 1891, Mr. William Morris said: "I thought it would be nice to have a book or two one cared for printed in a way one would like to see it." This is the secret of the book-lover's affection.

The distinguishing feature of the books issued during the greater part of the present century was an apparent indifference to outward appearance. Any kind of covering seemed good enough. The paper was often poor, the printing indifferent, and the binding cheap and tawdry. That intimate relationship between the contents and the covering, which appeals to the book-lover, was entirely lacking.

A change, however, is now passing over the bookmaking world, bringing with it the well-balanced title-pages, the tasteful contrasts of black and white, simple but effective designs in the decoration of the covers, and other characteristics of the 15th and 16th centuries, when book-making reached its highest development. In those days bookbinding was numbered among the fine arts, and received much attention from collectors. Many of the most tasteful and valuable bindings now in existence were produced during that period, and, although they are now widely scattered, they are jealously treasured by their owners as veritable works of art.

Mr. William Matthews, of New York, for many years the foremost bookbinder in America, in an address before the Grolier club of that city a few years ago, said. "Fifty years ago there was not a finely bound book, except what by chance had been procured abroad, to be found in any collection in America. Fine binding was an unknown art." The present condition is greatly different. Bindings of beautiful and tasteful design, which have been executed by local workmen and which are expressive, as were those of the middle ages, of a refined artistic appreciation, are now to be found in many libraries; and they are valued, not so much for what they contain, as on account of their inherent beauty.

And not alone in fine bindings has this improvement taken place. In cloth edition work the change has been even more strongly marked. The gaudy book covers of a quarter of a century ago, whereon a great variety of colors were lavished in a sort of pictorial hodge-podge, have given place to simple decorative designs, pleasing to the eye and gratifying to the artistic sensibilities.

The art of bookbinding, which, previous to the invention of printing, had been mainly in the hands of the silversmiths and ivory workers, was largely developed in the monasteries of Europe. As in other lines of art, wealthy patrons endowed the book-making departments of these institutions, and many volumes still remain bearing the heraldic designs of their former owners. The books bound in the monasteries in the earlier days were encased in wooden boards, and it was no unusual thing for the workmen to hunt the animal for its hide, and subsequently use it for the covering. In the course of time the wooden boards became worm eaten, and eventually they gave place to pasteboard sides, which were made by pasting together the sheets of printed books not then in demand. With the increasingly large output of books, following the introduction of printing, leather workers in other lines were employed as binders, and thus bookbinding not only had the benefit of their skill in handling the leather, but also the use of the tools with which they used to decorate the saddles and harness of their former patrons.

In spite of the many improvements in the art of bookbinding, the finest books are to-day bound substantially as they were in the days of Grolier. Indeed, Mr. Morris, at his Kelmscott Press, recently produced some of the most beautiful books ever printed, using type modelled on that of the 16th century, and printing the paper on an old-fashioned hand press of the style of many generations ago. Such improvements as have taken place in bookbinding have been mainly in connection with edition work, where cheapness is the essential point and steam power can take the place of hand work. The attention of the bookbinders of the present day is largely devoted to edition work. The tendency is to the production of books the first coverings of which are expected to be permanent. These coverings are usually of cloth, although leather is frequently employed, and they are stamped by machinery with some distinct and appropriate design. Such commercial work, however, is not to be compared in artistic value with the individual fine

bindings upon which every detail of the decoration is impressed with the most scrupulous care, and each impression of the finisher's tool is as a stroke of the artist's brush.

In the early days of bookbinding, the shelves of a library inclined like a reading desk, and books were laid side by side in order that their beauty might be seen. Now, however, with the great increase in the number of books and their arrangement in ranks upon level shelves, the necessity for fine tooling on the sides is not so great, and more attention is given to the backs. This, also, has resulted in the half-bound book, in which the back and corners only are of leather and the sides of cloth or paper—a style of binding that has come into very general use for a great many kinds of books. The book-lover, however, in the binding of his choice volumes—the tall copies with liberal margins—insists upon the full suit, contending that such economy—for the half-bound book was born of economy—is incompatible with artistic excellence.

In their creamy Oxford vellum,  
In their redolent crushed levant,  
With their delicate watered linings,  
They are jewels of price, I grant.

A detailed description of the various operations of bookbinding will be necessary in order to form an intelligent idea of the work of the binder. The ordinary use of the term binder is a mistaken one. When it is said that a book is "beautifully bound" it is the workmanship of the person who executed the decoration of the cover that is commended, and not that of the one who covered the book with leather. Mr. William Matthews, after describing the different steps by which a book is prepared and covered with leather, said: "I now declare that the book in this condition is bound, and he who has skillfully mastered these various processes, through which a volume has passed, deserves the name of binder; he who is called upon to decorate it, finisher. At present, the custom is the reverse: the finisher or decorator is credited with being the binder, whereas he has done none of the binding." In the language of the trade the one who gives the book its covering—the actual binder—is called the forwarder, and he who afterwards decorates it is the finisher.

In France and Germany most of the books are issued in paper covers, merely stitched, and the owner is expected to rebind in leather those volumes which he considers worthy of preservation. In England and America most of the books are issued in permanent cloth bindings, and only those of exceptional worth are rebound in leather. The first thing to be done, therefore, if the book is already bound, is to remove the cloth or the paper cover, take away the glue on the back and the thread by which it had been sewn, and then very carefully to collate the sheets to see that all the parts are in their proper places. The different parts or sections are then sewn with needle and thread to the bands or cords and handed over to the forwarder to prepare for the covering. The work of the sewer is of great importance, as the strength of the volume largely depends upon the care with which every sheet is caught and every stitch made fast. The forwarder attaches the endpapers, has the edges trimmed and gilded—the top edge at all events; many persons now-a-days preferring to leave the other edges entirely uncut—rounds the back of the book to give it shape, glues and lines the back and attaches the millboard sides by lacing them to the book by means of the bands or cords to which the sheets have been sewn. The headbands, and also

the strips on the back for the raised bands, are now placed in position and the book put away very carefully in a strong press to set in order that the shape given it might be retained. The leather for the covering is then stretched very tightly over all and securely glued; after which the endpapers are made fast to the covers, and the book is again placed in the press before being handed over to the finisher.

The work of the finisher is to devise a design for the sides and back and transfer it to the leather, and any artistic merits a volume may have when completed are due to him almost entirely. In the finishing of a book, the size, the subject, the kind of leather with which it is covered, and its probable use, should all be considered. While the design on the cover need not necessarily be symbolic of the contents, it should at all events be in harmony with it. As Mr. Cobden-Sanderson, the leading bookbinder in England at the present time, puts it: "Beauty is the aim of decoration and not illustration, or the expression of ideas."

Something that one still perceives  
Vaguely present in the leaves;  
Something from the worker lent,  
Something mute, but eloquent.

It is also equally true that if a book is to be well finished care must be taken that it is well bound and that the materials used are of the best quality. A book cheaply bound is not worthy of a good finisher's labor.

The art of the finisher is limited by the tools he uses, and every design must be capable of being transferred to the leather by means of the fillets or straight lines, gouges, which make curved lines, and the various other tools which he may have at his command. A "tool" is a brass implement at the end of which is cut the ornament, or part of an ornament, that is to be transferred to the leather. Every leaf, branch, scroll or design, is made up of one or more tools. The finisher, with a knowledge of his tools in his mind, outlines a plan of decoration, and by a combination of these tools imprints the design. In the proper use of the tools is the secret of book decoration.

The process of working an intricate design is very tedious. Mr. William Matthews thus describes it: "First the design is made on paper, then impressed with the tools, through the paper, on the leather, then the paper is removed and the design again gone over with the tools to make the impression sharp and clear; then, after washing, sizing and laying on the gold leaf, the design is gone over for the fourth time before one side of the cover is completed. This having to be repeated on the other side of the volume, and the back also tooled, will afford some idea of the labor in executing the finest hand tooling."

Mr. Cobden-Sanderson, in *The Fortnightly Review*, for August, 1895, after describing the binding and decoration of a volume, says: "The description is easy—how easy!—but the craft is difficult. Gold cannot be persuaded to stick as a friend may be persuaded to stay, it must be made to stick, i.e., all the conditions upon which successful gold tooling depends must, in all cases, be observed, and there is the rub! What in each case—and the circumstances are never quite the same—are the conditions? How define them? A little more or a little less makes so much difference. How dry may the leather be, or how dry must it be? How much glair? How hot must the tools be? What is the moment to begin? Then, how difficult it is correctly to manipulate the tools, to keep them even upon the leather! How difficult, finally, to keep the leather, through-

out all the long and difficult operation, perfectly clean, and the gold brilliant! What patience, what natural aptitude, what acquired skill, what fortitude!"

With the demand for heavy gilt decoration—a demand induced by titled persons who sought to have their own tastes reflected in the binding of their books rather than those of the artist-workmen—the roulette, or roll, came into use. The roll is a brass wheel, upon the edge of which is cut the device to be impressed, and thus, as it is rolled over the leather, the same design is repeated indefinitely. This instrument, though still used, is restricted largely to blankbook binding, and is seldom employed on fine work where "the play of the hand is the very essence of handicraft."

Care should be taken that good bindings are not wasted on worthless books. "To be strong-backed and well bound is the desideratum of a volume," writes Charles Lamb, "magnificence comes after. This, when it can be afforded, is not to be lavished upon all kinds of books indiscriminately. I would not dress a set of magazines, for instance, in full suit. The deshabelle, or half binding (with Russia backs ever) is our costume. A Shakespeare, or a Milton (unless the first edition), it were mere foppery to trick out in gay apparel. The possession of these confers no distinction. The exterior of them (the things themselves being so common), strange to say, raises no sweet emotions, no tickling sense of property in the owner. \* \* \* In some respects, the better a book is the less it demands from binding. \* \* \* But where a book is at once both good and rare—where the individual is almost the species—no casket is rich enough, no casing sufficiently durable to honor and keep safe such a jewel."

#### MR. BARR RECOVERS DAMAGES.

Robert Barr, the novelist, on the 12th inst., recovered a verdict of \$1,000 damages in a libel suit against The New York Sun in the United States Circuit Court. The suit has been pending for some time. On May 17, 1896, The Sun published a paragraph in its London cable news, saying that "Robert Barr, the novelist," had been sent to an asylum for inebriates. It turned out that the Robert Barr who was sent to the institution mentioned was a former Canadian politician, and not the novelist. A retraction was demanded, but it was not forthcoming until the following November, when, The Sun, in the course of a review of one of Mr. Barr's books, alluded jokingly to its mistake, and explained how it occurred. In the meantime many papers throughout the country had published The Sun's story as a fact and commented on it editorially.—New York Publisher's Weekly.

#### THE NEW POSTAGE STAMPS.

The postage stamps issued by the Post Office Department may, for use by the public, be all right, from an æsthetic point of view, and reflect credit on the artistic taste of the Postmaster-General, but the values are not sufficiently legible. It almost requires a microscope to discover whether it is a one-cent, three-cent, or five-cent stamp.

The Postmaster-General has recognized this difficulty, and in the next issue numerals will be placed on the corners in place of the maple leaf. This will, to a certain extent, obviate the difficulty, but a more pronounced color for the one, two, and three-cent stamps would be an additional convenience.

#### COMPETITION FOR MUNICIPAL PRINTING.

THE STAYNER SUN has been indulging in some pointed remarks regarding cutting rates to obtain the municipal printing. It says: "We have cut our own throats and been bossed by municipal councils long enough. Business men do not boss us. They do not try. We would not submit. Why be bossed by corporations? Let us stand together like honorable men and demand fair prices. We can easily do it. Let us have some show of professional etiquette, instead of undercutting and mistrusting each other."

The Sun urges the printers of Simcoe county to unite and "refuse to tender for any job of municipal printing, and only to do such work at the prices that business men pay."

Commenting upon this, The Coldwater Planet declares itself in sympathy with The Sun's views upon "this cutthroat practice of municipal corporations trying to get their printing done for nothing, or next to it. The municipalities well know that the local newspaper does much good for the township, and gives many a column of advertising free. But point us out the man who works one day for a municipality without his day's big pay. Of course, we know he is entitled to a set sum for his work, and if he is entitled by law to a schedule rate for his labors, the printer should also receive a fair price for his work. No, we do not believe in the miserable, Cheap John business that some offices in Simcoe County are doing. We admit that we tendered once, but only once, for municipal work, and then did not get the printing, because another man put in a 'second tender' and got the plum, at \$10 less than we would do it for, and he was welcome to it. If the publishers of Simcoe County were to put their heads together and form an association such as other counties have, it would be better for the printers and the public as well. We would then have a fair price for our work, and the money would be spent at home where it is paid out."

#### A FAMOUS EDITOR'S CRITICISM.

One of the most curious things about the newspaper, says E. L. Godkin, editor of The New York Evening Post, is that the public does not expect from a newspaper proprietor the same sort of morality it expects from persons in other callings. It would disown a bookseller, and cease all intercourse with him, for a tithe of the falsehoods and petty frauds which it passes unnoticed in a newspaper proprietor. It may disbelieve every word he says, and yet profess to respect him, and may occasionally reward him, so that it is quite possible to find a newspaper which nearly everybody condemns and whose influence he would repudiate, circulating very freely among religious and moral people, and making handsome profits for its proprietor. A newspaper proprietor, therefore, who finds that his profits remain high, no matter what views he promulgates and what kind of morality he practises, can hardly, with fairness to the community, be treated as an exponent of its opinions. He will not consider what it thinks when he finds he has only to consider what it will buy, and that it will buy his paper without agreeing with it.

Ault & Wiborg's inks are kept in stock at Montreal, Toronto, Winnipeg and Vancouver, by their agents the Toronto Type Foundry Co., who report large sales, and state that these inks are giving universal satisfaction.



## THE FLAT-RATE PLAN.

EXPERIENCED ADVERTISING MEN EXPRESS THEIR OPINIONS  
FOR AND AGAINST.

**T**HE flat-rate question was discussed by several special representatives in the April number of Advertising Experience. Charles H. Stoddart, western representative of The Munsey publications, speaks from experience when he says :

I was at one time a strong believer in time and space discounts, but I have come to the conclusion that the flat-rate is more equitable. The advertiser who makes a yearly contract and finds that this is not paying him, cancels the order. He has paid the annual rates, and on the discount plan the publisher would be obliged to bill him at short rates for all the space used. This would make him all the more dissatisfied with the publication. On the flat-rate plan he can use space when he wants it, and I think that he will use as much space in this way as on the discount plan. If it pays,



Composing Room, Printing Department.—Warwick Bros. & Rutter, Toronto.

he will surely stay in. If it doesn't, he will stay out. No publication wants its advertiser to use its space at a loss.

Another representative of eastern publications, W. J. Kennedy, says :

There is no doubt in my mind but what a flat-rate is the only kind for a publisher to have ; it is the most satisfactory, both for him and the advertiser. Practically all the publications which I represent have a flat-rate, as they think it the best. My experience teaches me that an advertiser looks on a paper more favorably which has this rate than on one which gives discounts for time or space.

Lynn S. Abbott, a special representative, of Chicago, asserts that "the flat-rate is the simplest, insures the greatest satisfaction to the advertiser, and is equitable in all cases." Six reasons in favor of the flat-rate are advanced by C. B. Hull, a Chicago special representative :

First, the new advertiser is timid, and is more inclined to patronize a publication that will allow him to withdraw his business at

any time without paying a higher rate for what he has used.

Second, test advertisements, other things being equal, are more apt to be given publications having a flat-rate.

Third, if an advertiser is forced to discontinue his advertisement because it is unprofitable, it seems unfair to charge him a still higher rate for what he has used.

Fourth, a flat-rate gives the impression of confidence on the part of the publisher.

Fifth, it stimulates advertising from those whose business is seasonable.

Sixth, experience has proven that representative publications having a flat-rate have been successful in keeping their columns full.

In filing his answer in opposition to the flat-rate idea, C. G. Krogness, a Chicago daily newspaper representative, says :

My opinion is that the flat-rate cannot be practically and justly applied to space in daily papers.

In the mercantile and financial world the amount of merchandise or money involved in the proposed transaction determines the minimum cost to the purchaser. A man borrowing \$500 must usually pay a maximum rate of interest, while he who borrows one hundred or one thousand times as much pays a much smaller rate per cent. The user of large space in daily papers is equitably entitled to a lower rate than one who uses small space. From the standpoint of cost, no daily paper could, in my opinion, afford to handle small orders at the same rate as large ones.

The charge that an advertiser who discontinues his contract before completed is done an injustice when charged short time rates, I believe is groundless. The advertiser may be at fault. His advertisement may not have been properly prepared ; he may not have followed it up as he should. Perhaps his article does not have sufficient merit to be in demand.

Had these defects been remedied, he might not have wanted to discontinue his contract. Should the publisher be taxed for an advertiser's failure to successfully conduct his own business ?

Though advertising agencies prefer a flat-rate, because it lessens the work of their estimating departments and reduces to a minimum probable errors resulting from complex arrangement of rates and rules of newspapers, and consequent loss to themselves, yet, in contracting with advertisers to place their advertising the agencies charge a small advertiser a large commission, and a large advertiser a small commission ; so that with the agencies the same principle governs as actuates the publishers in asking a lesser rate for a large contract and a greater for small contracts.

Charles A. Goodwin, while feeling particularly well disposed toward the flat-rate, yet sees strong objections to its adoption. He says :

I sometimes feel that the flat-rate is the only rate to have, as it would lead into the columns for trial orders many new advertisers, who would not want to compete with other advertisers in the same

lines who were not only already established, but buying the same space for much less.

But upon what basis could a flat-rate be established in those papers now having a scale of discounts, and would it be right to the advertisers now running in those papers? If you use the maximum rate for short contracts, then those who contract for a year would certainly claim a lower price for the "wholesale" use of space; and surely the advertiser who goes into a paper and stays there for a year without any trouble to the publisher is worth more to the publisher than if he "bobbed" in and out, as he would be liable to do on the flat-rate basis, keeping the publisher guessing whether his columns were to be full or empty in the next issue. Then, again, unless a discount was made for continued insertions many yearly advertisers would drop out during the summer months, when the columns are scant.

I do not see why buying advertising space should differ from the purchase of merchandise. How many advertisers are there who would not give you a discount on their goods if you bought them by the dozen or the gross, instead of the single articles they advertise?

#### PRACTICAL HINTS FOR THE JOB ROOM.

Newspaperdom.

Glycerine applied by the cork of the bottle to the disc will stop copying ink from sticking and make it work smoothly and well. Should the ink be too thin, add a little powdered gum arabic. Rollers and form must be perfectly clean to secure good results with copying ink. Water is the best thing to use in washing up rollers and disc.

If wood is wet, oil cannot enter it; if wood is oiled, water cannot get in. As it is alternate cold or dampness and heat or dryness that swell and warp cuts and blocks, let every cut you care anything about be soaked in oil at the bottom—the place most affected—and the trouble will be overcome. You can then lay the cuts on cold stones or presses, or in moderately warm places, with little or no risk of injury.

It saves much time and trouble to have boards and galley slides numbered, and proofs of all jobs numbered by compositors to correspond with boards they are on, or the galley slides they are in. Don't leave the quad and space boxes of job cases invitingly open, or the job fiend will get in his work. Have them plugged up in some manner, and you will find your space cases and job fonts in much better condition. One of the greatest labor-saving conveniences in the job room is a series of cards hung up in each alley, each card containing the job lines of one body, with their case number and location.

Very few country newspapers have sufficient type. Many of them have three or four or a half-dozen different sizes of body type—some different faces of same size body. No office can afford this. The time lost in assorting this type when mixed—and mixed it is certain to be—and in changing from one case

to another, and in scheming for enough type of one kind to "set" certain long articles, and so on, is immense, and will finally amount to more than a font of sufficient size would cost.

The use of turpentine, in removing grease and color from rubber blankets, is increasing to such an extent that we desire to make a few suggestions as to its use and effect. The quantity used should be as small as possible, and great care taken that it is thoroughly dried out before the blanket is used in printing. Otherwise, as turpentine softens the rubber face, the blanket will be injured by the pressure of the cylinder, causing wrinkles to appear on the face. It is preferable to clean the blanket after work at night, thereby giving ample time for the turpentine to dry out, rather than in the daytime when the press is in use. We strongly recommend the use of ammonia as a substitute for turpentine, and with less chance of damage to the blanket. The ammonia should be diluted to about six to nine degrees strength



First Floor, Bookbinding Department.—Warwick Bros. & Rutter, Toronto.

(18 degrees can be easily obtained and diluted with one or two parts water) and after using the blanket should be dusted with powdered chalk or magnesia.

#### EDITORIAL GUNNERY.

An editor should not be habitually firing his heaviest ammunition in his editorial columns. His tone should be mild, but positive and judicial, as the customary thing. Impress your readers with the idea that you have plenty of reserve force—that is, if you have. If you are continually sending keen thrusts home or delivering trip-hammer blows, it exhausts both yourself and your reader. Save your heaviest invectives for rare and critical moments when they are required. The public respect the power of the man of large reserve force and resources; in time, they lose their respect for the editor who ranges his largest guns upon every little thing that floats across his horizon. More than fill your post, if you can. If you can't, get a smaller post.—New England Editor.

## NOTES HERE AND THERE.

SOME of the best newspapers in Canada have begun to go mad on headings. The craze, in its incipient forms, has been manifest during the past year or two. Instead of reserving large type for exceptional events, we get them every day now. The United States-Spanish war excitement is responsible for daily hysteria in Canadian papers and all sorts of eccentricities in the setting and arrangement of matter.

Perhaps it looks foolish to place one's judgment in opposition to some of the brightest news editors in the country, but I cannot help thinking that the type-exaggerations now disfiguring the pages of leading dailies are grotesque. These numerous, wild-eyed headings confuse the reader. The wording is often a secondary consideration, so that the space is filled up. The waste of valuable room is enormous. The public evince no signs of appreciation. The effort to sensationalize the press is in the wrong direction. These are some of the objections that occur to one in connection with the outbreak of the new disease. Surely there is a recognized rule in the style of headings and arrangement of news, and it is not a mere matter of opinion. If a paper has good news, intelligently arranged, sufficiently displayed, with a well-written heading, the surplus energy left after attending to the essentials should be devoted to getting later and better news than your rivals. But supposing the goal of ambition becomes the presentation of news in an eccentric form, where is the craze going to stop? A New York paper used up the whole front page with headings recently. Another used up two columns' space with a heading of four words. Is that enterprise? The English papers are not models, because they neither display their news properly, nor give it a good heading. But the United States papers go to the other extreme, and both extremes are bad. That, at least, is my humbly opinion.

\* \* \*

A good feature with Canadian dailies of late is the cutting down of the House of Commons reports. Once upon a time the party organs used to wade through columns of rubbish simply because the politicians talked it. We are getting to know the politicians better and to appraise them at their true value. The Ottawa Hansard will soon become, as The Congressional Record has already become at Washington, the sole depository of the aimless nonsense and vulgar abuse in which some politicians indulge. The other day the House of Commons was the scene of a debate on whether ginger ale or beer formed the staple at the midnight suppers of a few members! Such episodes bring parliamentary bodies into contempt, and the press can do good service in exposing the buffoons who are chiefly responsible.

\* \* \*

The Canadian Press Association has again endorsed a special cable service for Canada. The cost will be too great say some. The present service is certainly very cheap. It is also well in line with public opinion in the United States. As it is specially cabled and prepared for the market, it seems right and proper that it should be acceptable to the United States papers. They have practically no interest in: (1) The news of the British possessions the world over; (2) the institutions and legislation of Great Britain; (3) the party politics of England and Scotland; (4) the affairs of Europe as they bear upon the interests of the British Empire. Only incidentally, not systema-

tically, do we get news of this kind. But are the Canadian people interested? Well, just try them.

\* \* \*

It appears that the women journalists of London do not write legibly. At least, so the proofreaders say. It is also charged that not five out of ten know how to spell "ecstasy." These and other facts were raised at the recent dinner of the London Association of Correctors of the Press. At this same meeting some pretty good mistakes of the press were remembered. One of the best was a slip that horrified Dean Stanley. He was writing of Jerusalem, under the pedantic name of Jerus, and this is how the passage turned out: "We saw the setting sun gilding the landscape as we topped the summit, and our eyes were met by the glorious sight of Jones." In Canada the women journalists spell well, especially adjectives. In fact, the worst spellers I have known on the Canadian press are men who labored under the disadvantage of a university education.

\* \* \*

If every copy of a newspaper is henceforth to pay postage the free list will be more closely scrutinized. The local exchanges, between papers in the same zone, will not be affected. Some of the larger newspapers, like The Globe, Mail, Star, etc., the exchange lists of which are pretty extensive, may be expected to curtail. The effect all round can hardly fail to diminish the number of exchange copies sent out.

Assuming this expectation to be correct, the question arises: Will the curtailment of the number of exchanges be a wholly unmixed evil? No one denies that it is convenient to have exchanges, or that it is interesting to know what our contemporaries are saying. But the fact is that the freedom with which newspapers exchange has led to a certain amount of personality in editorial tone which should be avoided. Editors carry on controversies, good-humored or ill-tempered, as the case may be, with their contemporaries, and the public seize on editorial quarrels as one proof that the press is irresponsible, vindictive and trivial.

I think the general tendency of editorial controversy with other papers is bad. It injures the prestige of the press. While badinage or abuse may afford some amusement or exercise to the editors' wits, the practice becomes a nuisance. If the abolition of the exchange lists would work a cure, I think it would be cheap at the price. The way in which some Canadian papers slander one another now is perfectly sickening.

C.

### THE DIVER WAS DROWNED.

A few days ago something got under the head gates of the water-power for the Canada Paper Co.'s mills, at Windsor, Que., so as to prevent them from closing the gates. A diver, named William Gilker, was sent from Montreal, and went down to locate the trouble. After being down about twenty minutes without giving any signal, the men attending the air pump became alarmed, and sent word to the superintendent of the mill. Supt. Dooley at once wired to Montreal for another diver. A special train was sent with four experienced divers, but before they reached Windsor the body was discovered and taken out. It is thought he must have got fast between the rafters and head gates, thus rendering him unable to give the signal to regulate the air, nor could he be pulled out until too late.

## WILL THE POSTAGE BILL PASS?

**A**N idea prevails that the new bill imposing postage will not be pressed this session of Parliament in its present shape. The measure has caused a great deal of discussion, and has been criticized freely in the press and out of it. The consensus of opinion is rather unfavorable to the bill.

On the whole, there is no objection made to the principle of postage. The publishers, as a body, contend, and rightly contend, that there is no reason why newspapers should be carried free any more than any other class of matter. There is a strong feeling amongst publishers against being deadheads in any respect. But the present conditions of publishing in Canada, and the manner in which the Postmaster-General proposes to apply the principle of postage are causing considerable discontent and hostile criticism. The publishers of religious papers have laid their views before the Minister, showing correctly that the competition of United States papers is severe, while Canadian papers cannot, and do not compete with them, in the United States. Thus, free carriage of these foreign journals in Canada gives them a great advantage, although they pay postage rates in their own country. The same argument also applies to trade papers. The latter's chief competitors are in the United States. Canadian trade journals are usually printed on good paper, and weigh a good deal. Their publication will become more expensive, while foreign competition will continue to operate, and Canadian publishers of trade journals are said to regard the imposition of postage as a serious matter for them. In other words, the larger the paper, in size and circulation, the heavier the charge. The lesser journals escape lightly.

But the most serious discrimination, and the one which arouses the strongest opposition, is that of allowing free postage in a radius of ten miles around a place of publication. This exempts a great many weekly journals. Those, however, published in places along the seacoast or on the shores of the lake, get only a partial benefit. This exemption of weekly journals is not at their request. There is no evidence that they ever asked the Minister to pauperize them with a special deadhead law in their interest. The best weekly journals in Canada are in as good a financial position relatively as the big dailies with large outside circulations. In fact, it is just a question whether, year in and year out, a successful weekly is not the best property in the country. The bill, however, assumes that they should not be asked to pay postage, and thus places them in the awkward position of being recipients of

Government favors which they have never sought. Free delivery, in their own cities, for dailies is nominally included in the bill, but for evening editions this would be impossible, and the morning deliveries would not be early enough. If special staffs were employed by the post office for this purpose the cost would probably be large.

An interchange of views has taken place between the various members of the Executive of the Canadian Press Association as to whether the Executive should meet and consider the new conditions likely to be created by the carrying out of the Postmaster-General's new measure. It was decided not to meet, the recent meeting of the association at Ottawa having practically decided against taking any further action in regard to postage.

### WESTERN PRESS ASSOCIATION.

The Western Canada Press Association have held two meetings of late and have discussed some important matters. One was the fixing of a minimum price for advertisements, and the schedule decided on will be observed by all the members of the association. The schedule of prices for job work was also drawn up. It appears that in the past much work has been done at a loss, owing to excessive competition, and the necessity of having a uniform minimum scale of prices had become urgent. The question of foreign advertising was discussed, and an effort will be made to evolve a plan by which it can be better controlled.

It is the intention of the association to hold an excursion during the month of June. The itinerary will probably include Banff, Vancouver, Victoria, San Francisco, and three or four interior points of interest between the Golden Gate and Chicago, also St. Paul and Minneapolis.

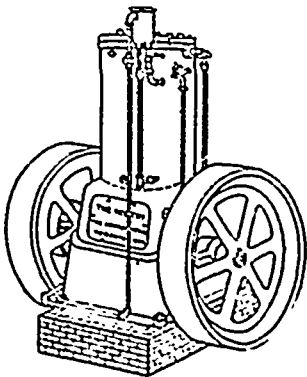
At a special meeting, held April 8, the question of ready-prints was discussed. It was determined to establish a co-operative concern, comprised of members of the association, for the purpose of furnishing ready-prints. The plan adopted is one which will endeavor to control all foreign advertising in such a way as to give profits derived from this source to the publisher.

### TYPE MEASURE FREE.

The Toronto Type Foundry Co., Limited, of Toronto, are supplying free to all printing offices type measures. If you have not received one, send and get one.

## THE NORTHEY GAS AND GASOLINE ENGINE

### In the Printing Office



Mr. E. F. Stephenson, of the Bracebridge Gazette, writes on August 14, 1897 :

"In reply to your letter asking me how I liked the Gasoline Engine I purchased from you, I am glad to be able to say that I am well pleased with it. I believe it fulfills to the letter all the promises contained in your descriptive circular, and what more need I say. I can start it to run in about one minute, and it needs little or no attention afterwards."

And again on April 14, 1898 :

"In reply to your letter of the 2nd inst., I have nothing to add to my former testimonial, except to say that, with greater experience, I am still well pleased with the Northey Gasoline Engine. The running expenses are light and satisfactory to me."  
E. F. STEPHENSON, Proprietor Bracebridge Gazette.

The originals of these testimonials are on file at the Northey Mfg. Co.'s office, and may be seen at any time.

Our booklet tells all about it. Write for it.

**NORTHEY MFG. CO., Limited, (Gas Engine Dept. F) Toronto**

## BRIEF NEWS OF THE MONTH.

## ONTARIO.

**W**ILGRESS & HEALY, publishers of The Brockville Times, have dissolved partnership. A. T. Wilgress is continuing the business alone. Mr. Wilgress is one of the most energetic and progressive men in Canadian journalism.

The Brantford Courier office is to be greatly improved and enlarged by exterior decoration and refitting inside.

Mr. F. Snetsinger, formerly news editor of The World, has replaced Mr. Jackson on The Mail and Empire's Parliamentary staff, the latter devoting himself to Mr. Acton Burrows' papers in Toronto.

Rolla L. Crain, the enterprising Ottawa job printer, has just put in a two revolution four roller Cottrell press he purchased from the agents of the C. B. Cottrell & Sons Co., the Toronto Type Foundry Co.

Mr. Asa Cronk, of Courtright, who until recently held the position of Customs officer at that place, died a few days ago. Mr. Cronk was at one time editor of The Wallaceburg Record, and was well-known to Western Ontario newspapermen.

Mr. James Brierley, managing-director of The Montreal Herald, was married at St. Thomas, April 10, to Miss Alice Bosworth Gossage. The marriage took place at St. Thomas' church, Rev. Canon Hill officiating. Mr. Brierley has the cordial good wishes of his journalistic confreres.

Mr. John A. Ewan, of The Globe's editorial staff, has been assigned to act as special correspondent of The Toronto Globe during the Spanish-United States war. Mr. Ewan left for the scene of his onerous duties before war broke out. Mr. Chas. N. Pirie has been sent on a similar mission for The News.

On Saturday afternoon, April 9, the office of The Orillia News-Letter and Canadian Workman, was almost totally destroyed by fire. The presses were running on the month's issue of The Canadian Workman at the time the fire broke out. The press and composing rooms were gutted. The loss will probably amount to several thousand dollars; covered by insurance.

## QUEBEC PROVINCE.

Mr. Arthur Cote, formerly of the local staff of La Patrie, has severed his connection with that paper.

It has been definitely decided that the first issue of La Minerve, of Montreal, whose revival was referred to last month, will appear on April 21. A quantity of new mechanical equipment, including three monoline machines, has been purchased by the new company.

The McGill Fortnightly, published by the undergraduates of McGill College, Montreal, will shortly be changed to a weekly. The character of the paper will be altered also from a literary publication to a newspaper devoted to college intelligence, comments on sports and other current events, etc.

The Montreal branch of the Toronto Type Foundry Co., 646 Craig street, Montreal, have lately increased their stock of type, printers' material and machinery, and now carry in Montreal a very complete stock. Printers in Eastern Canada can rely upon their orders being filled carefully at the Montreal branch.

Mr. Clifford Smith, of The Montreal Witness, has been in Toronto superintending the bringing out of the third edition of his volume of short stories entitled "A Lover in Homespun,"

published by William Briggs. He has about completed his new novel which will probably be produced by the Jerrolds, of London, Eng.

John Foley and P. A. Crosby have formed a partnership, under the style of Foley & Co., to continue the business of the defunct Dominion Type Foundry. Both gentlemen were connected with the old business for a number of years, and are well known to the craft in Canada. A card addressed to them, at 780 Craig street, Montreal, will bring a revised price list, which the firm are now issuing.

The Stenographers' and Typewriters' Companion is the name of a new monthly published in Montreal. As its title implies, the paper is devoted to the interests of those who are engaged in stenography. The initial number, issued at the beginning of this month, contains much interesting material, including engravings of the founders of the two great schools of shorthand, Isaac Pitman and Andrew J. Graham. Mr. Robert Goltman is the editor and proprietor.

## THE MARITIME PROVINCES.

The Kentville Chronicle has changed back from an 8 to a 4-page form.

In some towns in Nova Scotia newspaperdom seems to be run mad. Never before has there been seen such keen com-

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

## Colored Poster Papers

## Colored Cover Papers

We are making reductions in all lines of colored papers. We carry only well-made papers in regular lines that can be repeated, an advantage that printers can appreciate.

If you are without our sample book, send for it.

Prompt shipment and careful attention to LETTER ORDERS.

## CANADA PAPER CO.

LIMITED

Paper Makers and  
Envelope Manufacturers

TORONTO AND  
MONTREAL



WE ARE NOW \* \*  
SUCCESSFULLY WORKING THE

# 3 COLOUR PROCESS

THE TORONTO  
ENGRAVING CO.

In their  
New Building 92 Bay Street.

The Effect of the Finest  
Lithograph Reproduced  
In only Three Printings.  
Any Printer of Ability  
Can Handle the Plates.  
Write us for Samples.

## Your Interest and Ours

PUT US ON YOUR  
MAILING LIST  
AT ONCE . . .

Your paper should be sent to us regularly. We have constant calls for your local news ; your editorial opinions, etc.

When we cut these clippings from your paper we always attach to the clipping the name, address, and date of your paper. These clippings go to capitalists, advertisers, and persons looking for new mediums to place their advertising.

Again, we are constantly asked in regard to the advertising value of different publications, and to speak intelligently along this line we need your paper in our files. We check and keep accurate record of the hundreds of papers received by us, and if yours is not already on our list you should take advantage of our proposition.

This is a cheap and satisfactory way for you to bring your paper before the best class of possible clients.

Board of Trade Building  
MONTREAL

MacLean's Press Clipping  
Department

# Dexter Folder Company

Main Office and Factory  
Pearl River, N.Y.

Highest Grade ...  
Paper Folding and Feeding Machinery

**NEW YORK**  
97 Reade Street.

**CHICAGO**  
315 Dearborn Street.

petition. In the end the old adage will prevail, "The survival of the fittest." Competition is sometimes the life of trade, and sometimes it ends in disaster.

The St. John Record and Progress are putting in new plants.

Kentville has a new paper, issued fortnightly, for 10 cents a year. Its an ad. sheet.

John T. Hawke, of The Moncton Transcript, has gone to England for his health.

The Railway News, published at New Glasgow, is rapidly increasing in circulation.

E. W. McBride succeeds W. M. Alison as editor and manager of The Annapolis Spectator.

The Pictou Advocate has enlarged to a 6-column, 8-page, and is newsier and brighter than ever.

J. J. Anslow, of Windsor, N.S., has received a new plant, and will soon have his paper issued again.

The Westville Free Press has taken on a new lease of life, and exhibits marked signs of improvement.

The Halifax Herald has a racy writer in "Pendennis." Most people are at a loss to know if "Pendennis" is a man or a woman. Pass for either.

No paper in Canada is putting forth such gigantic strokes of enterprise as The Halifax Herald. In fact, The Herald is nothing if not enterprising.

The Freeman, an eight-page weekly at Moncton, N.B., published by C. Bruce McDougall, has just appeared. It has for its motto, "Saucy, but not impudent."

The Colliery News, a fifty-cent sheet, started as a third paper in Sydney, C.B., a year ago, has suspended, and its editor, S. P. Challoner, goes into journalism at Vancouver.

The Gazette, published at Gagetown, N.B., is among the best weeklies in that Province. Editor J. A. Stewart should be proud of his efforts. Gagetown is a very small town.

The St. John (N.B.) Daily Gazette issues a semi-weekly (sixteen pages combined) that contains more reading matter and less ads. than any other paper in Canada, and all for 75c.

The Record is the name of a new paper to be started at New Glasgow this month by A. D. Grant. Bro. Grant is a genuine hustler, and his "Record" is certain to be a good one.

Yarmouth has a new daily, The Times, which also issues semi-weekly editions. Besides, there are The Daily News, Herald, and Light. Amherst and Yarmouth have more competition than any other towns in the provinces.

A new paper, to be called The Twentieth Century, devoted to society, sports, etc., has been started at Kentville, N.S. This town is becoming famous for new papers, this being the third this year. Has any town in Canada a similar record?

S. B. Best, representing Rogers' Typograph, has been visiting the provinces, and placed several orders for type setting

machines. Hand composition will soon be a thing of the past, in all offices that desire to keep up to the times.

A great many newspaper men are in favor of the new postage rate. It will boom the cash-in-advance system.

The Amherst Daily News is imitating some upper province papers in making its subscription one dollar a year. A St. John daily paper sent out an agent to canvass at the dollar rate. Query: Where does the profit come in, or is it glory they are after?

#### MANITOBA AND THE WEST.

Messrs. Pollard and Roberts are resigning from the Colonist Printing and Publishing Co., of Winnipeg.

The Daily Province, with W. C. Nichol as editor, is now appearing at Vancouver. It is a 4-page, 7-column paper, bright newsy and marked by aggressive editorials.

The Vancouver branch of the Toronto Type Foundry have just added a paper department to their business, and now keep in stock all kinds of printers' paper and card stock.

Mr. E. K. Johnston, late of Arnprior, Ont., is establishing an evening paper in New Westminster, to be called The Sun. It will be a four-page seven-column paper, and will receive the full afternoon telegraphic service of the Associated Press.

The Dauphin Press rounds up its second volume by issuing a special illustrated number descriptive of the Swan River country and of the Dauphin country. As these two districts are too far apart for the editor of the Press to be personally well acquainted with both, the services of T. A. Burrows, M.P.P. for Dauphin, were secured for the description of the Swan River country. The issue is replete with good points regarding these districts, and is a credit, indeed, to the editor and proprietor of the Press.

#### HUMOR IN TRADE.

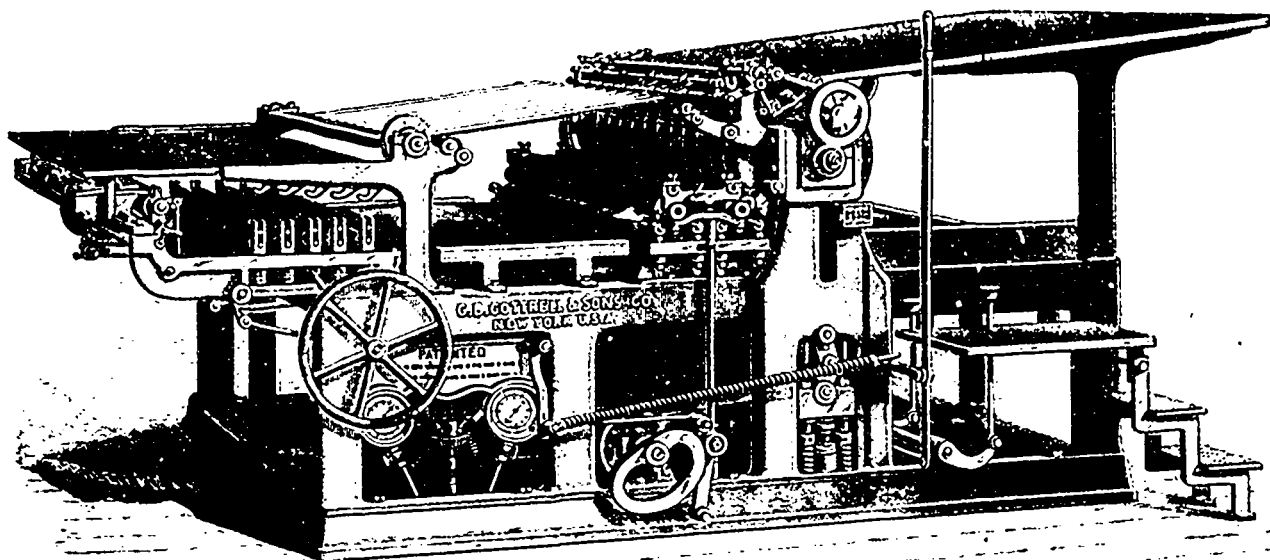
Buntin, Gillies & Co., Hamilton, have sent out a nicely printed post card in colors with the following humorous reference to business: "Dear Sir,—Our shipper has recently provided himself with a new marking brush, and our whole staff is now anxiously awaiting a circumstance which will necessitate its use in addressing a package to you. Can you not relieve the strain by sending us an order?"

#### ROLLER COMPOSITION IN FAVOR.

The Toronto Type Foundry Co. report their sales of the celebrated "Re Melto" roller composition as increasing every month, and their gatlign roller department is already taxed beyond its capacity in casting rollers.

The Toronto Type Foundry's ready print department has been refitted with new machinery and type, and this firm are turning out the best ready print in Canada.

# Seneca's Formula.



It was Seneca who pointed out eighteen hundred years ago that wisdom consists not in seeing what is before your eyes, but in forecasting the things which are to come.

The formula for wisdom has not since been changed. It is still the same. It is the printer who looks ahead to-day who is the wise man. He is the printer who realizes these three things :

FIRST.—That no one sends you work for a new press until you own the press. The public is not helping you to buy new machinery. They will patronize you according to your facilities. Their patronage is sometimes less than your facilities, but never more.

SECOND.—The wise man does not buy the press he needs to-day ; but rather the press he will need a year or two hence. Have something that you are constantly reaching up to.

THIRD.—Remember that in buying the Cottrell Press you have the judgment of thousands of successful printers behind you. Reputation can only be bought by time and worth. Especially there must be the element of time. The Cottrell bears the same relation to other presses that rare old wine bears to chemically aged wine. A reputation prematurely forced is worse than none.

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## C. B. Cottrell & Sons Co.

Sole Agents for Canada

**TORONTO TYPE FOUNDRY CO. Limited**

**TORONTO.**



**LOCAL NEWS.**

**T**HE most important items that can be published in a country newspaper are those which concern the people living within its circulating field, those who have formerly been residents, or those who for financial or other reasons may still be interested in the town or country. Such persons will read with interest the commonplace paragraphs relating to persons, places or events of local significance, which they fail to find in the metropolitan daily.

Not only is the demand for local news in such papers greater than for any other kind of matter, but the sources of supply are varied and abundant. Among the suitable items may be mentioned, fires, deaths, births, crimes, arrests, sickness, weddings, newcomers, removals, accidents, improvements, social parties, land sales, school progress, public meetings, church matters, crop conditions, changes in business, prosperous enterprises, etc.

With plenty of such items attractively written and judiciously arranged, it is possible to make a paper so interesting that residents of the community will be unwilling to do without it. If the writer has the faculty of humor, and will make use of a little harmless pleasantry now and then in the local columns, so much the better. Care should be taken, however, to avoid writing anything which might needlessly give offence to someone.—B. W. Williams, in Newspaperdom.

**DIFFICULTIES WITH THE BEARD IN SCRIPT.**

Editor PRINTER AND PUBLISHER:

SIR,—I find that many printers are at a loss what to do when working script letters, those particularly that are cast with a wide beard separating the lines too far apart for judicious spacing. The larger the script the more this difficulty presents itself. The lithographer works in his script combinations in a way that is rather taking, and why not the job printer? I enclose a couple of cards which explain themselves. Possibly there is enough in the idea, though old, to interest others. We have practised this plan for years.

Yours, etc.,

F. H. DOBBIN,

Peterboro', April 2, 1898.

The Review.

The difficulty Mr. Dobbin refers to is common to all printers, the fact that the beard on script has necessarily to be made deep in order to allow for the "tails" on some of the letters precluding neat jobs. On this account city lithographers often get jobs which would otherwise go to local printers. The sample cards which Mr. Dobbin encloses shows that he has, however, in a large measure overcome the difficulty. Briefly, his plan is to have two impressions, just as though it was a color-work job. And, by this means, he is able to bring the lines closer together, after the manner of lithographed work.

**THE CUBAN WAR AND OTHER TOPICS.**

Printers wanting to illustrate their newspapers with Cuban news and maps should send to the Toronto Type Foundry for their Cuban war plates.

The biography of Gladstone, with illustrations, can now be had in plates from the same concern, which is also issuing weekly in plates a Reform letter, also an Independent and Conservative letter. This service is reported a boon by country newspaper publishers.

# ENVELOPES

Wide awake printers  
buy the line that the  
business man wants.

The line that the  
business man wants  
is the line we sell.

The line we sell  
is manufactured  
by the Morgan  
Envelope Co.

**BUNTIN, GILLIES  
& CO.**

HAMILTON

Selling Agents

# Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, APRIL, 1898.

## LOOKING TO CANADA.



THE discussion at the annual meeting of the British Paper Makers' Association upon the question how best to meet the tactics of the great "news" combine of the United States, a report of which appears in another column, is of more than passing interest to Canadian pulp and paper makers. From the tenor of the discussion it appears that the British manufacturers have become aroused to the danger to their interests which will result if the "slaughter market" tactics of our American cousins, the disastrous effects of which Canadian manufacturers have learned from bitter experience, are allowed to be pursued in the British market without strenuous opposition. A combine of British manufacturers is, if rumor is to be believed, to be one of the forces by which the slaughtering methods are to be counteracted. The most encouraging feature of the discussion, to Canadians, is the fact that the leading members of the paper making fraternity of Great Britain, men whose high standing and success are admittedly due to their far-seeing shrewdness and ready appreciation of the natural opportunities which lay before them, unhesitatingly turn to Canada for relief. Sir John Evans and Capt. Partington, who have recently visited Canada, and whose opinions have been formed from actual observation, both realize that the foundation upon which British manufacturers must wage a successful fight against United States competition is cheaper raw material. And it is in Canada that these gentlemen are confident they have found this great desideratum. A constantly increasing market for our pulp will be found in Great Britain, and there is little doubt that if the project of our brethren in the old land, as set forth in their resolution, is carried out, an immense success for the pulp trade in Canada is assured. It does not require a very great stretch of imagination to believe that in the near future, when Canada has become a more important factor as a source of supply than she is now, new paper mills may spring up beside the pulp mills.

## A MENACE TO THE SPRUCE SUPPLY.

The gall insect (chunes abietis), that preys upon the spruce trees, is again giving trouble in Ontario. The insect's mode of working is to deposit its eggs at the junction of the needle and the bark, when the wood grows over them, causing an ugly bulb. The young insects hatched in this feed on the wood until they have developed into flies, when they come forth and carry on the work of spreading eggs. In about two years the

tree is ruined. So far the insect has confined its attention almost wholly to shade trees, but Mr. Southworth, the Ontario Clerk of Forestry, who regards it as a menace to the spruce wood tracts, is making great efforts to exterminate it. Already the pest has advanced as far north as Lucknow, where some swamp spruces are found to be attacked by it, and it is feared that, unless vigorous measures are taken, the spruce forests farther north may become infected.

## BRITISH MAKERS COMBINING.

We hear, on good authority, that a large paper manufacturing "combine" is in process of formation to embrace many of the largest papermakers in the United Kingdom. The proposed capital is £3,500,000, or thereabouts.—Manchester Courier.

The proposed combine relates entirely to newspaper producers. No department of the paper trade has suffered so much as that of the news from competition and underselling. Whilst the competition was limited to that of Continental opponents on the English markets, comparatively little harm was done. Now, however, that the Americans have got thoroughly to work in the way of sending vast quantities of paper over here, the story is a very different one. Paper combines in America have, we are told, put up the price of the article on the other side of the Atlantic. As a further result of their institution in the land of the almighty dollar, when the demand has been met there the output of the American mills is shipped to the Old World, with disastrous results to proprietors of new mills in this country. As an illustration may be instanced the fact that from Manchester recently has gone an order for 750 tons of American paper in one contract. Some 35 firms are registered in the Paper Makers' Directory as manufacturers of news material, and of these about 17 have been mentioned as likely to join, if the combine becomes an established fact. A number of the mills affected are in Lancashire. So far, three of these, in the neighborhood of Blackburn and Darwen, have been shut down, and there is a prospect of still further stoppages, it is believed, unless some method of protection can be adopted such as is now fore-shadowed.—Manchester Evening News.

## BRITISH MAKERS HAVE PREFERENCE.

According to an announcement in the Canadian Senate, the reciprocal tariff will be withdrawn on August 1, and the preference it allows will be conceded only to the United Kingdom and to such of the British Colonies as may be willing to give

equivalent favors to Canada. The preference will amount to a discount of 25 per cent. off the regular rates of duty, whereas now it is only  $12\frac{1}{2}$  per cent. off. Great Britain will thus have a great advantage over many of the competitors. In pulp and paper-making machinery, for instance, the present duty is 25 per cent. ad valorem, but after August 1 it will only be three-fourths of this or  $18\frac{3}{4}$  per cent. ad valorem. We ought also to increase our sales of paper, and may be able to compete in other departments that the present duties close to us.—Wood Pulp, England.

#### A FIELD FOR CANADIAN PAPER.

**L**A INDUSTRIA PAPELERA, the organ of the Spanish paper interests, in a recent issue, contains a review of the condition of the paper trade in Spain. It says that competition has placed most of the paper manufacturers in so critical a situation that they were compelled to combine in order to raise prices as much as possible. A conference was held and a committee appointed to draft a plan for the organization of an association of manufacturers of machine-made paper. The plan was laid before a general convention on August 12 of last year, and showed that Spain had fifty-four paper mills which, with eighty-nine machines, made, annually, 171,000 kilograms of paper. These figures were a surprise, for this quantity is far from sufficient for the supply of Spain and the Spanish colonies, and contradicted, therefore, the cry of overproduction which had been raised for years. As the figures proved to be correct, the manufacturers concluded that the low prices were not due to overproduction, but to unjustifiable competition among themselves. On December 12 of last year another convention was held and the association was founded, the following rules being adopted:

A.—Paper is sold by weight.

B.—The ream contains 500 sheets; the weight of reams is given in kilograms, and that of paper in rolls in grams per square meter.

C.—The size of the sheets and width of the rolls is given in centimeter and half-centimeters. The weight of reams is given in round kilograms, and the weight per square meter in round grams.

D.—The minimum weights for the papers most generally used are fixed as follows: Printing paper, white, 43 grams; printing paper in popular colors, 40 grams; ordinary calendered paper in sheets, 48 grams; writing paper, 50 grams; uncalendered printing paper in rolls, 45 grams; calendered printing paper in rolls, 55 grams; ordinary chamois tissue for oranges, 12 grams; white tissue, 15 grams; uncalendered straw paper in ordinary colors, for match boxes, 45 grams; white straw paper, 40 grams; gray and leather-colored straw paper, 50 grams; brown wrapping, calendered, 70 grams; English calendered paper, 70 grams; calendered wood fibre paper, 70 grams; manilla, 27 grams.

E.—For papers of standard weight, a deviation of 3 per cent. above or below the weight called for is allowed; for wrapping paper, 4 per cent. Sheets of different weight in a ream do not justify rejection of paper.

F.—Slight differences in purity of stuff, strength and color do not constitute reasons for rejection.

G.—White printing papers are half sized unless differently ordered.

H.—No less than 500 kilograms are made of any size, weight and quality. The purchaser has to submit to an over or short delivery of 10 per cent. on orders of not more than 1,000 kilograms; for smaller orders 15 per cent. is allowed.

I.—Laid papers and papers with watermarks are charged at 10 per cent. additional. The price of seconds is 10 per cent., and that of thirds 20 per cent., lower than for first quality.

K.—Paper in reams is sold by gross weight. The wooden or iron cores shipped with rolls remain the property of the manufacturer;

the purchaser has to return them or pay for them at a rate previously agreed upon.

L.—Boxing and extra wrapping are charged for separately. The manufacturer is, as a rule, obliged to furnish only ordinary packing, the dimensions of no bale to exceed one meter.

M.—Prices are always understood f.o.b. train or vessel at the port situated nearest the mill. Goods are forwarded for account and risk of consignee. Terms for payment: Three months after date of invoice, or cash, with 2 per cent discount.

N.—For white papers the manufacturer is given at least one month, and for colored papers six weeks' time for delivery, counted from the date of order received.

O.—Every purchaser who has been notified of these terms and does not protest is, in case of future orders, supposed to agree to the rules and terms laid down.

P.—In case of dispute both the purchaser and seller are to appoint each an expert, and if these fail to agree they should choose a referee, whose decision is final.

After adopting these rules the manufacturers agreed upon uniform prices, which were to take effect on January 1 of the current year.

Communications in later issues of the paper named show that the wholesale dealers were not satisfied with these rules and terms, which had been agreed upon by the manufacturers without consulting them. Their complaints were considered by the association, with the result that a discount was granted dealers, which is to be graduated as follows, according to the quantity of paper a dealer may sell for a mill: 25,000 pesetas per year, 1 per cent. discount; 50,000 pesetas per year, 2 per cent. discount; 80,000 pesetas per year, 3 per cent. discount; 120,000 pesetas per year, 5 per cent. discount, 250,000 pesetas per year, 6 per cent. discount.

At a meeting on March 6 the association, in view of the fluctuations in the value of the currency, decided to fix new prices each month, and in this way the manufacturers of Spain hope to be able to meet foreign competition.

#### THE BRITISH MARKETS.

LONDON, April 1.—With very little doing in mechanical pulp, the tendency to fall in price has ceased, and manufacturers are showing greater firmness. Moist pine has sold at 43s. 6d. c.i.f., while dry has been contracted for at £4 c.i.f. In sulphite, a few job lots, as is usually the case at this season, have been sold to clear out the winter stocks. For forward delivery the market is firm, though for contracts over next winter sellers are somewhat disposed to meet the views of buyers. In the event of war between Spain and the United States, a hardening of prices is anticipated. Soda pulps remain scarce, and no change is anticipated, unless there should be a fall in sulphite.

#### CURRENT NET PRICES, C.I.F.

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

**BRITISH PAPER MAKERS' ASSOCIATION.**

THE annual meeting of the British Paper Makers' Association was held at the Hotel Cecil, London, on March 16, when the following officers were elected. President, Sir John Evans, K.C.B., F.R.S., etc.; vice-president, Capt. Partington, J.P.; chairman, Lewis Evans, Esq. (Messrs. John Dickinson & Co., Limited), Croxley Mills, Watford; hon. treasurer, T. A. Hodgkinson, Esq., 3 Queenhithe, E.C.; hon. auditors, Geo. Chater, Esq., and J. Marsden, Esq.; hon. secretary, G. Humphreys-Davies, F.S.I., 8 Laurence Pountney Hill, E.C.

The question of the importation of foreign paper was discussed at some length. At first, members had no definite suggestion to put before the meeting in regard to this subject, although everyone was aware that the imports were increasing year by year, while the exports were decreasing. Sir John Evans, however, said that the import of Continental paper did not seem to be increasing, and, therefore, the bulk of increase must be coming from America. He put forward the suggestion that where foreign countries have preferential rates for exports, the association might take some steps in regard to meeting these by import duties.

Mr. Joseph Dixon thought that the Association should approach the Canadian Government on the subject. If that Government could be induced to place an export duty on the raw materials going to the United States, we should hear very little more about American competition.

Capt. Partington thought that it would be a very difficult matter to induce the Canadian Government to impose a duty on lumber going to the States, as the lumber industry is a large one, and more capital in it than one would think, and that industry would object very much to any duty being put on the export. He thought the best thing to be done was for papermakers to make their raw material in suitable places in Canada, convert it into paper here, and no other country could touch them in the matter of price. It is cheaper, he said, to ship pulp than paper, as it can be shipped in larger quantities, and he believed we could make paper here as cheap as they could make it in the States. The prices that we can sell paper at here have completely "bluffed" the Continental makers. More paper is made and consumed in this country than ever before, but the importation of American paper has completely paralyzed the "News" trade. With all due respect for the American fast running machines, he thought we could make as good paper as anyone in the world.

Mr. Albert E. Reed did not agree with Capt. Partington, as he thought there was a great difference of opinion among Canadian lumbermen, as to the effect of an export duty, and he thought that the parties for and against were pretty equally balanced. He thought if the association could send some formal resolution and bring pressure to bear on the Canadian Government, something might be done. As to Capt. Partington's suggestion, there was only a small bit of Canada suitable for shipping pulp all the year round, that is round the Bay of Fundy, and part of New Brunswick and Nova Scotia. He agreed with Capt. Partington that the continental makers are alarmed at the price of paper in this market, and referred to a large paper mill scheme in Scandinavia, for which the capital was subscribed, but which the promoters have now decided to let alone.

Sir John Evans said that he understood the prices of Ameri-

can paper were based on shipping their surplus, and he did not see exactly how that was to be met.

Mr. Jos. Dixon then moved. "That the committees be instructed to send a deputation to the Canadian Minister in London, and suggest to him that if his Government would put a duty on lumber going to the United States, papermakers here might be induced to erect wood pulp factories there."

Sir John Evans suggested that the motion should be modified somewhat and read. "That the matter be referred to the council to a committee to confer with the Canadian Minister, with the view of increasing the supply of raw material from Canada." He thought that the question of putting a duty on lumber for the States might be left over in the meantime. The motion as amended was adopted.

Speaking at the banquet, with which the proceedings terminated, Sir John Evans said that the future of the paper trade was still hanging in the balance, and he hoped the intense competition, which was at present very marked, was only a feature of the peculiar characteristics of the men of the United States, who were always trying to bluff any one from another country. He did not, however, think that the importation from that country had a really fixed place, they were simply dumping their surplus products here at a loss. He had been to the States, and he did not admire that portion of creation consisting of the human occupants of that country, to the same extent that they admired themselves. In Canada he found people with whom it was a pleasure to come in contact, and he hoped that in the future we might be able to knit a stronger bond of union with the Canadians, and thereby defeat the United States.

**UNITED STATES MARKETS.**

NEW YORK, April 14—The war scare has created a very heavy demand for news both for present use in extra and special editions, and also for stocking up in anticipation of the curtailment of shipping facilities.

Chemical Fibre—The demand for domestic is strong. Foreign sulphite, bleached, No. 1, 3.15 to 3½c.; No. 2, 2.70 to 2.80c. Foreign soda, bleached, 2.70 to 2.80c.; unbleached, No. 1, 3.15; No. 2, 2.10c. Domestic sulphite, unbleached, 1¾ to 2c. Domestic soda, bleached, 1.90 to 2.20c.

Ground Wood—The demand has eased up. Quotations about \$13 at the mill.

Chemicals—The market is very quiet. Prices steady. Bleaching powder, 1.75 to 1.80c.; caustic soda, 1.80½c., and alkali, .70 to .75c.

**ST. JOHN SULPHITE PULP CO.**

The first statutory general meeting of the St. John Sulphite Co., Limited, was held at Dowell's rooms, 18 George street, Edinburgh, on April 6. The directors, in their report, state that they had invited Mr. F. Mooney, the company's manager in Canada, to visit Great Britain, and while he was there the directors thoroughly inspected the plans for the new buildings and machinery for the company. Mr. Mooney had returned to Canada with instructions to accept the tenders and push on the works with despatch. In order to meet the payments for the buildings and machinery and provide a stock of pulp wood, ready for the mill when completed, two calls of £2 each, per ordinary share, will be made in May and July.

## PULP AND PAPER NOTES.



THE NIAGARA FALLS PAPER CO. have consumed all their supply of spruce wood, which they brought down from the upper lakes by boat last summer, and Mr. J. R. Whitney, the company's wood agent, has purchased sufficient in Canada to keep the mill going until the boats can bring down a further supply. The

daily supply is now delivered by rail.

A pulp mill with four grinders is to replace the East river saw mill, at Sheet Harbor, N.S.

The Black River pulp mill at Placentia Bay, Nfld., has received a large consignment of new machinery.

The steamers carried 36,655 bales of pulp from St. John, N.B., to British ports during the winter months.

A dam and pulp mill are to be erected at Tobique Narrows, N.B., by the Victoria and New Brunswick Pulp Co.

The St. John Sulphite Pulp Co., Limited, St. John, N.B., have given an order for a 3,000,000 gallon filter plant.

A pulp mill will probably be erected at Moose river, Parrsboro, N.S., on property owned by Messrs. Tucker, Hentley, and Epps.

Woodstock, N.B., is endeavoring to interest capitalists in a proposition to erect a pulp mill, for which it is advantageously situated.

Businessmen of St. Alexis and St. Alphonse, Que., are organizing a company to contract for supplying pulp wood in the Chicoutimi district.

Mr. G. O. S. Conway is the promoter and organizer of a company for the purpose of developing the water-power and erecting a pulp mill at Grenville, Que.

A large stock of paper stored in the warehouse of the Canada Paper Co., Fraserville, Que., was totally destroyed by fire on March 25. The company was fully insured.

D. T. Mills, of Solon, Me., formerly of the Moosehead Pulp and Paper Co., is to take charge of the pulp mill of the Sault Ste. Marie Pulp and Paper Co., at Sault Ste. Marie.

A considerable quantity of wood pulp is being carried by schooner from Digby, N.S., to St. John, N.B., where it is transhipped to the regular line steamers for British ports.

The Miami Valley was visited last month by the biggest flood in its history. Nearly all the mills were compelled to close and the paper mills especially suffered heavily from the flood.

Eight cars of wood pulp have been shipped by the Sault Ste. Marie Pulp and Paper Co., Sault Ste. Marie, Ont., to Marseilles, where it will be used in the manufacture of artificial silk.

Dartmouth, N.S., has a proposition before it to bonus a pulp mill, to have a capacity of 20 tons a day. The promoters have secured options on suitable water-power and land in the town.

The construction of a paper mill is being agitated by parties at Koochiching, Minn. The promoters will depend upon the spruce forests of the Rainy River, Ont., for their supply of pulp wood.

A patent has recently been granted in England for a process whereby chlorine is obtained by the electrolytic decomposition

of a crude solution of protochloride of iron, such as is obtained as a waste or residual product in the treatment of iron with hydrochloric acid in certain manufacturing processes.

George Blakeslee, employed in the sulphite department of the Niagara Falls Paper Co., had the misfortune to have his hand caught in the knives of a chipper machine recently, lacerating three fingers badly.

A renewal of their charter has been asked by the Grand Falls Power and Boom Co. from the New Brunswick Government. The company propose to erect a pulp mill and other works at Grand Falls, N.B.

Paper and pulp mills on an extensive scale are projected by the Tokush Harbor Lumber Co., Vancouver, B.C. A mill at Vancouver would be most favorably situated for the export trade to the Australian colonies.

The lumbermen of the Georgian Bay district have taken another step in the direction of self-protection. They have asked the Government to place a duty of \$2 per thousand feet on lumber entering Canada.

The Government have been asked to dredge three miles of the river to give the necessary water for a pulp and paper mill to be erected at Louisville, Que. The Tourville Lumber Mills Co. have the project in hand.

At the suggestion, it is said, of the National Wall Paper Co., the wall paper manufacturers not allied with that company have entered into negotiations for organization and pooling of interests, preparatory to a combination of the two concerns.

Walter Graham, the popular manager of the Port Medway Pulp mills, paid a visit to Halifax, N.S., recently. Under his management the plant is paying good dividends. Mr. Graham is a son of Capt. Graham, of the Dartmouth ferry service.

Hon. R. R. Dobell and Mr. Panneton, Three Rivers, have under consideration the erection of a pulp mill at Victoriaville, Que. They ask that after they have spent \$250,000 in the undertaking, the Municipality shall give them a bonus of \$25,000.

The United States paper makers are having trouble with the Customs. It is claimed that the manufacturers have been importing gunny bagging, for rebaling purposes, as paper stock, in order to escape the duty of six-tenths of a cent per square yard on bagging. Several large seizures have been made.

The United States Treasury Department has promulgated a circular providing that on the exportation of paper makers' felts and jackets, manufactured wholly from imported wool, a drawback will be allowed equal in amount to the duty paid on the wool used in the manufacture, less the legal deduction of 1 per centum.

A proposition has been made by Messrs. Drysdale and Mr. Innis, representing a syndicate, to the town of Dartmouth, N.S., for the establishment of paper and chemical fibre mills. The syndicate propose to employ between 200 and 300 men and want exemption from taxation for 50 years. The town council have offered exemption for 30 years.

A profit-sharing scheme, which works satisfactorily, has been for some years in operation in a large Swedish pulp mill. Each man is paid according to services and position, and the workmen receive also 5 per cent. of the profit, one-half being paid in cash and the balance deposited in a savings bank, to remain until the workman is 55 years old or has left the works three

# Spring Business

is about to begin, and the wise printer will be well stocked with paper when the rush comes.

Printing and Writing Papers are carried in stock by us in large quantities, and the trade can rely on getting their requirements on short notice—either direct or through our branches and agencies.

## The E. B. EDDY CO., Limited

Hull, Que.

61 Latour Street, Montreal.

38 Front St. West, Toronto.

### AGENTS

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

months. In a blackbook are recorded faults, especially drunkenness and laziness, a third of the yearly profit being deducted for each mark, and three marks resulting in dismissal. The result of the plan has been a great improvement in the industry and sobriety of the workmen.

The Jacques Cartier Pulp and Paper Co. has been incorporated under the laws of Quebec Province with a capital of \$50,000. It is authorized to carry on operations on the Jacques Cartier river and elsewhere in the Province. The incorporators are: E. Goff Penny, M.P.; Robert Archer, William Strachan, William Currie, and Robert Law.

The first vessel to touch at Port Medway, N.S., this season loaded with 2,400 tons of wood pulp from the Charleston and Milton Mills, and then proceeded to Halifax to take on 1,600 tons more. The vessel has been chartered to make five trips this season with pulp, Halifax and Port Medway being the ports of call on this side of the Atlantic.

The Megantic Pulp Co. and the municipality of Agnes, Que., have become engaged in a controversy caused by the company's dam having raised the river and lake three or four feet. The municipality claims that lands overflowed, drainage stopped, and the deposit of unhealthy vegetable matter on the shores have been the result of the erection of the dam.

During the month of March wood pulp was received in Great Britain from Canadian ports as follows. At London, 4,645 bundles from Halifax and 4,593 from St. John, at Liverpool, 12,225 bundles from St. John. Cargoes were also en route on March 31 from Halifax by steamers Glendevon and Barcelona for Manchester. The latter vessel carried 11,596 bales of wood pulp and 1,040 bales of dry pulp.

For quick growth and quick profit from the prairie plantation, it is best to plant white and Norway spruces, they being hardier than the black, when the seedlings are about six inches high. Plant in the spring, after the ground is deeply and well pulverized and sunned, placing them, say, four feet apart for easy culture, and in due time thin out as needed for conducting the test. Rightly managed, the spruces and poplars can be profitably cut when 15 or 20 years old.—Exchange.

Mr. F. H. Clergue, president of the Sault Ste. Marie Pulp and Paper Co., is pressing on the Dominion Government the proposal to grant an annual subsidy for a steamship line to France. He has been making a special study of the trade of France, and the conclusion at which he has arrived is that there is an enormous market in France for pulp, paper, and other products of this country, a market large enough to warrant the establishment of a direct steamship line almost for the sole purpose of promoting trade in these lines.

The war scare in the United States has caused a very large increase in the demand for "news." It is said that the demand is such as to "flood" the mills, and an instance is cited in the city trade of a carload of "news" being shipped from the mill recently by express, at a cost of \$250 for the freight charge, so urgent was the need of the paper at the publication office. While the news branch of the trade may be receiving some benefit from the war talk, other lines of the paper business are not so favorably affected.

Wood pulp from the United States and Canada is being regularly received at British ports, and the Scandinavians, who have experienced a mild winter, show more readiness to meet

the views of buyers in regard to prices, the result, no doubt, of the competition from across the Atlantic. In February, Great Britain imported 27,982 tons of wood pulp, of the value of £133,616, which included 9,948 tons of chemical pulp, of the value of £79,310, and 18,034 tons of mechanical pulp, of the value of £54,306. As compared with February, 1897, there was an increase in the imports of wood pulp of 3,353 tons, and, in value, £11,785; in esparto, an increase of 1,889 tons and a decrease in value of £2,838; and in rags, a decrease of 189 tons, and in value £3,145.

Mr. Ernest Williams, who spent several months in Canada as the special representative of The London, Eng., Mail, in a series of articles which he has published, speaks very strongly of the possibilities of Canada as a pulp and paper producing country. He lays special stress upon our boundless spruce supply, our extensive water-powers, and magnificent system of interior navigation. Respecting the question of an export duty on pulp wood, he has this remark to offer. "Canadian pulp, also, is superior to that of the United States. For that reason, and for the further reason that the Yankee supply of spruce is pitifully small compared with Canada's, the United States admit Canadian pulp wood free of duty. Now, when the most protectionist and the 'cutest' nation in the world admits an article free of tariff, it is time for the nation which sends that article to commune with itself and consider the advisability of checking the export. In the present case the Dominion would be well advised in putting an export duty on pulp wood."

## PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in  
New Brunswick for sale. . . . .

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

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

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

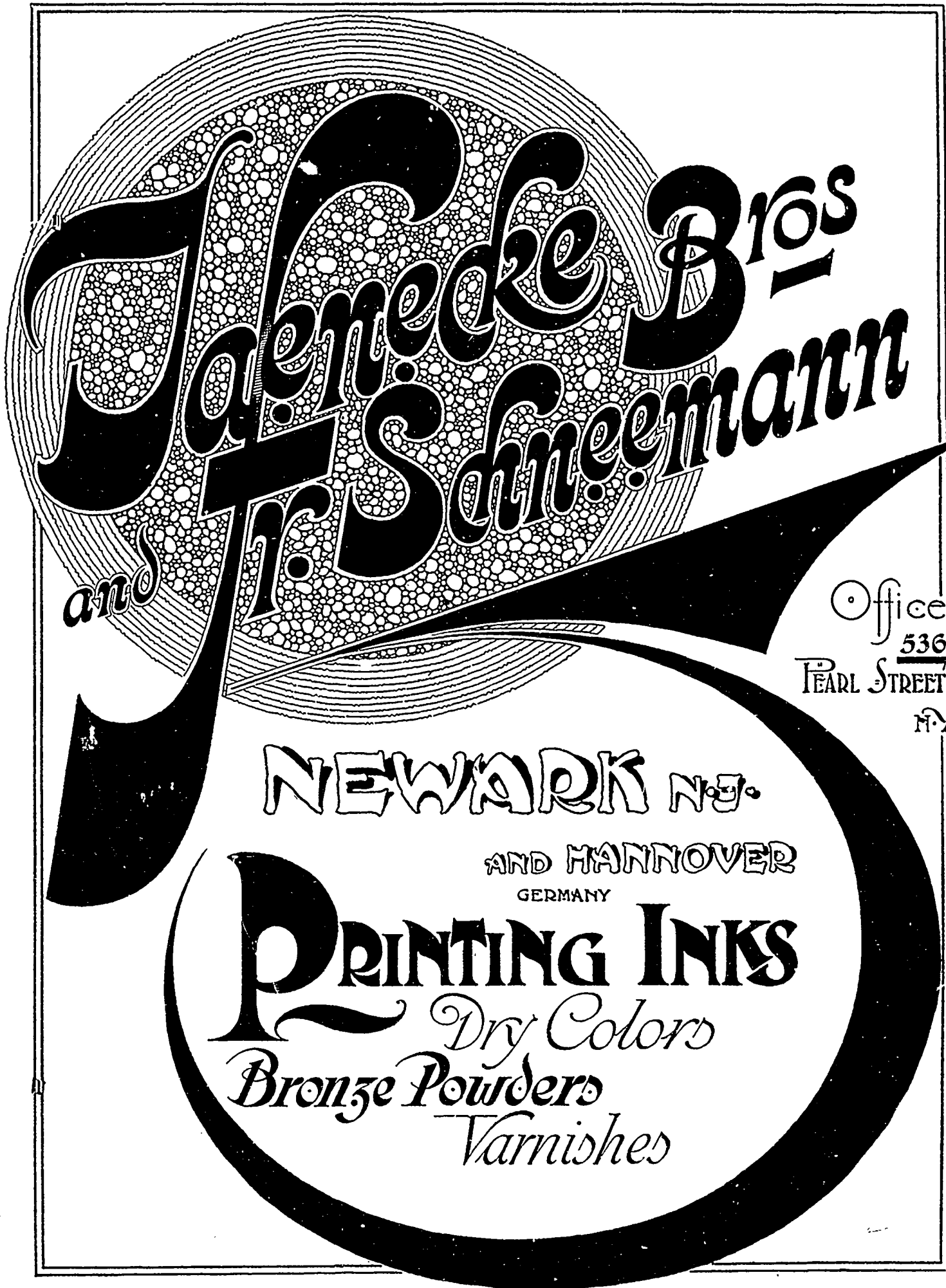


Canadian Paper and Pulp News

Board of Trade,

. . . . MONTREAL.





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**and**  
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# Read These Bargains!

## REBUILT MACHINERY FOR SALE

All the machinery enumerated below is guaranteed in good working order. Write for terms and our illustrated booklet of rebuilt printing and bookbinding machinery. We sell on easy terms.

### Kluder 4-Roller Pony Press

Late build; splendid machine; will run 4,000 per hour, bed 20 x 26, matter covered 19 x 24. \$90.

### Drum Cylinders.

#### Babcock, "Standard" Two Roller

Bed 33 x 51; air springs; tapeless delivery; R. & C. distribution.

#### Campbell Country

Bed 31 x 46; with fine distribution. As good as new.

#### Campbell Country

Bed 32 x 49½; wire springs; splendid condition.

#### Cottrell & Babcock

25 x 35; two rollers; tape delivery.

#### Cottrell

Bed 18 x 22, R. and C. distribution. First class press.

#### Cottrell

Bed 24 x 30; R. & C. distribution.

#### Cottrell

Bed 21 x 27; table distribution; tapeless delivery; good as new.

#### Cranston Drum Pony

Bed 21 x 28; tapeless delivery; splendid order.

#### Hoe Pony

17 x 21½; table distribution; tapeless delivery; box frame.

#### Hoe

Bed 31 x 43; prints 8 column folio.

#### Hoe

32 x 47; tape delivery; rack and cam distribution.

#### Potter

29 x 42; four rollers; tapeless delivery.

#### Potter

Bed 32 x 50; rack and cam distribution; tape delivery.

#### Potter

Bed 31 x 45; tape delivery; table distribution.

#### Potter, Extra Heavy

Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition.

#### Potter

Bed 32½ x 49½, tape delivery, table distribution; two form rollers.

#### Potter

Four roller; size of bed 36½ x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new.

#### Scott Job and News

Two rollers; bed 33 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order.

#### Taylor

Will print 5-column quarto sheet, table distribution, tape delivery.

### Two Revolution Cylinders.

#### Cottrell

Two roller; bed 42 x 60; tapeless delivery; air springs; rack and cam distribution; splendid condition.

### Two-Revolution Presses

#### Campbell

Four roller; bed 37 x 52; tapeless delivery; very good condition.

#### Campbell

Two roller; bed 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order.

#### Campbell Oscillator

Two roller; bed 33 x 48; prints 6-column quarto. Good condition.

#### Campbell

Bed 41 x 56. Table distribution. Two form rollers.

#### Campbell

Bed 41 x 56; job and book; four rollers.

#### Hoe Double Cylinder

Up-to-date; box frame; air springs; patent sliding fountains; will print an 8-col. quarto sheet, at a speed of 3,300 per hour; is as good as new. Cost \$5,700 and has been but little used. Will sell for low figure.

### Payne Wharfedales.

Bed 36 x 46; four roller; patent flyers.

#### Dawson

Two-color press; prints 28 x 42 paper; excellent machine for posters, bags, etc., in two colors. Price on application.

#### Dawson. Bed 37 x 46½.

#### Miller & Richard Quad Royal

Bed 55 x 49; prints 8-column quarto; fine press.

### Hand Presses and Paper Cutters.

Washington Press. 8 column. \$175.

Washington Press. 7 column. \$125.

One 30-inch Sheridan Power Cutter. Price \$100.

One 30-inch Sanborn Power Cutter. Price \$200.

One 32-inch W. & B. Power Cutter. Price \$250.

One 32-inch Sanborn 87 Gem. Price \$85.

30-inch Advance Paper Cutter. Good as new. \$140.

Plow Cutters. Price \$15 each.

One 33-inch Hughes & Kimber Power Cutter.

Very powerful machine. Price \$200.

Challenge Cutter. 16-inch. \$45.

Card Cutter. 27-inch. \$25.

### Job Presses.

Challenge Gordon

10 x 15; good as new. \$175.

Old Style Gordon, 7 x 11. \$75

Old Style Gordon, 10 x 15. \$135

Old Style Gordon, 13 x 19. \$200.

Ben Franklin Gordon, 8 x 12. \$100.

Eclipse, 8 x 12. Price \$75.

### W. & B. New Style Gordon,

13 x 19. Price \$275.

Peerless. 14 x 22; with steam fixtures. \$275.

Model Jobber, 9 x 13. Price \$100.

Hoe Ticket and Numbering Press

Price \$150.

#### Baltimore Jobber

10 x 15; good as new. \$140.

### Lithographic Presses, Etc.

#### Campbell Litho. Cylinder Press

Will take stone 37 x 49; this press is in splendid order. Price upon application.

#### Potter No. 3½ Litho. Cylinder

Will take stone 30 x 44; good as new, has not had a year's work. Price upon application.

#### Potter Litho. Cylinder

Will take a stone 31 x 44. in good order; warranted to register. Price upon application.

#### One Double Crown Furnival Litho. Cylinder Press

In very fair order. \$450.

#### One Steam Copper Plate Press

This machine is new. \$125.

#### One Royle Router

Almost new; style No. 2. \$150.

#### One Royle Router, Radial Arm

Almost new. \$200.

### Miscellaneous.

Seven Horse Power "Reliance" Electric Motor. Price \$150.

7½ Horse Power Otto Gas Engine. In good condition. \$300.

10 Horse Power Otto Gas Engine. As good as new. \$400.

Eagle Card Cutter. Price \$10.

Sterling Perforator. Price \$30.

Hand Embossing Press

Takes 5 x 7 inches. Price \$50.

Hooke Paging Machine

5 wheel. Price \$75.

Hickok Head Compressor. \$75.

Clamp Pad Press. Price \$5.

15-inch Job Backer. Price \$30.

Two Seal Stampers

Hickok Power Book Sawing Machine. Price \$100.

Thompson Power Wire Stitcher

½ inch. Price \$75.

Kerr Water Motor. No. 3. \$65.

Semple Book Trimmer. \$90.

Paper Jogger. 30 x 44. \$15.

### Folding Machines.

One 8-column Quarto Brown Hand Newspaper Folding Machine. Splendid order. \$400.

One Dexter Magazine Folder

Folds double sixteens; good as new. Price on application.

One Chambers Magazine Folder

Folds double sixteens. Price on application.

## TORONTO TYPE FOUNDRY CO., Limited

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