

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

Coloured covers/
Couverture de couleur

Covers damaged/
Couverture endommagée

Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée

Cover title missing/
Le titre de couverture manque

Coloured maps/
Cartes géographiques en couleur

Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)

Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur

Bound with other material/
Relié avec d'autres documents

Tight binding may cause shadows or distortion
along interior margin/
La reliure serrée peut causer de l'ombre ou de la
distorsion le long de la marge intérieure

Blank leaves added during restoration may appear
within the text. Whenever possible, these have
been omitted from filming/
Il se peut que certaines pages blanches ajoutées
lors d'une restauration apparaissent dans le texte,
mais, lorsque cela était possible, ces pages n'ont
pas été filmées.

Additional comments:/
Commentaires supplémentaires:

Coloured pages/
Pages de couleur

Pages damaged/
Pages endommagées

Pages restored and/or laminated/
Pages restaurées et/ou pelliculées

Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées

Pages detached/
Pages détachées

Showthrough/
Transparence

Quality of print varies/
Qualité inégale de l'impression

Continous pagination/
Pagination continue

Includes index(es)/
Comprend un (des) index

Title on header taken from: /
Le titre de l'en-tête provient:

Title page of issue/
Page de titre de la livraison

Caption of issue/
Titre de départ de la livraison

Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>							

THE CANADIAN PRINTER & PUBLISHER

VOL. VII.—No. 10.

TORONTO, OCTOBER, 1898.

\$2.00 PER YEAR.

Everything for the Printer.

- INKS** Made by the celebrated firm of Ault & Wiborg.
- TYPE** The latest and best.
- PLATES** News, Miscellany, Serials, etc.
Best in the world.
- ROLLERS** Cast by "Gatling" process. The only plant of the kind in Canada.
- PRESSES** Of all makes and kinds
—new and second-hand.
- ENGRAVING** By all processes,
at the lowest ruling prices.
- READY-PRINTS** Unequaled by any other in Canada, in matter, paper or presswork.
- STEREOTYPING** Promptly and effectively executed.
- ELECTROTYPING** Fine deep shells, and clean working guaranteed.

Toronto Type Foundry Co., Limited

BRANCHES : 646 Craig St., Montreal.
175 Owen St., Winnipeg.
520 Cordova St., Vancouver.
146 Lower Water Street, Halifax.

44 Bay Street, TORONTO

Binding for The Trade

We have one of the largest and most complete Bookbinding establishments in Toronto, and are prepared at all times to do Paper Ruling, Pamphlet, Blank Book, and Letter Press Binding for the trade.

Our plant is always at the command of the Printers of Canada when they are in need of work of this character, and we hope by careful attention, and intelligent execution of orders, to continue to merit their patronage.

Printers without binderies need not decline orders for want of facilities, for with our assistance they may be able to secure orders that otherwise might be sent elsewhere.

We are pleased at all times to give information and quote prices.

CORRESPONDENCE INVITED.



Warwick Bros. & Rutter

Bookbinders, etc.

Toronto, Ont.

Printer and Publisher.

VOL. VII—No. 10

TORONTO, OCTOBER, 1898.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

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

OFFICES :

MONTREAL, (Telephone 1255) Board of Trade Building.
TORONTO, (Telephone 2148) - 26 Front St. West
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.
MANCHESTER, ENG. (H. S. Ashburner) 12 St. Ann Street.
NEW YORK, (M. J. Henry) - 14 Irving Place.

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

THE WEEKLY PRESS.

A WANT COLUMN.

The St. Mary's Journal runs nearly two columns of small ads., in the shape of a want column. It gives the paper a city appearance, and furnishes that class of advertising matter which helps to give dailies like The Toronto Telegram and Montreal Star part of their large circulation. The weekly has always a number of small ads. which can be brought together in this way. The Journal's column contains "wants," "for sale," "strayed and lost," and several business cards.

THE POSTAGE QUESTION.

Some ill-feeling is being stirred up by the near prospect of postage on semi-weeklies, while weeklies will be carried free. This is one of the most unfortunate features of the new Act, which comes into force on January 1. If postage had been imposed equally upon all, publishers might have found it possible to raise subscription rates, but, where the weeklies are not touched, the semi-weeklies must simply bear the loss. The Brockville Recorder makes the best defence possible for the new Act, when it says: "The line has to be drawn somewhere, if postage is to be changed at all, and the Government has placed that line at the people's papers, the weeklies, and if any publisher wants to split his weekly in two and compel the post-offices and mail clerks to handle it twice instead of once, he should not blame the Government. The regulation is simple, as fair as could be made, particularly in regard to the frequency of the publications, unless all papers are to be carried free." As far as we can hear, however, the publishing interest does not believe in the discrimination, and will be disposed to heed The

Brockville Times in saying: "It was argued that it was difficult for the Post Office Department to distinguish between newspapers having a genuine subscription list and publications with a fake circulation, and, in view of this, a number of leading newspapers supported the proposal to reimpose postage. But Mr. Mulock's Act exempts the very class of publications that it was proposed to reach. There is probably not a single fake publication among the daily and semi-weekly newspapers, but these all have to pay postage, while weekly publications are allowed to go free, within a territory forty miles in diameter. Of course, a very large number of the weekly publications are genuine newspapers, but it is not fair that they should be treated differently from the daily and semi-weekly papers." When the Act is enforced, in a couple of months, a good deal of annoyance will be felt, simply because a discrimination is made.

EXCHANGES WITH BRITAIN.

The suggestion of W. F. Maclean, M.P., of The Toronto World, relative to exchanges with British papers and periodicals, is arousing much interest. The advent of Imperial penny postage, which is decidedly a good move on Mr. Mulock's part, does not provide any closer connection between the publications of the two countries, and yet some means to bring this about should be devised. On this subject Mr. G. H. Hale, of The Orillia Packet, writes to PRINTER AND PUBLISHER:

"I think two rates of postage on newspapers and magazines—one for subscribers and transients, the other (or no rate) for exchanges—would prove perplexing and unsatisfactory. Why not restore the rate of 1c. a pound for copies from the office of publication? With that rate—which would cover cost—there would soon be a large interchange of newspaper and periodical literature between Canada and the Mother Country, and, from a Canadian standpoint, it would prove more certainly beneficial than any practicable expenditure on emigration agents in the United Kingdom. This has been my idea all along, and I know that Sir Charles Tupper and other statesmen concur in it. But the cent per two ounces was imposed in order to extract something from publishers who were getting too much for nothing."

Mr. Hale is entitled to be heard on the question of Imperial penny postage, as he has long been a steady and devoted friend of the reform. He has just received the following letter from Mr. Henniker Heaton, M.P.: "Osborne Villa, 17th August, 1898. From this romantic spot, in Bohemia, where he is resting, Mr. Henniker Heaton desires to express his grateful acknowledgments and heartily thanks the editor of The Orillia Packet

for the hearty and unswerving support given by that excellent little paper to the cause of Imperial penny postage. It was most able and helpful."

THE LOCAL
NEWS DE-
PARTMENT.

As an instance of how completely the weekly is grasping the idea of local news being the chief prop and pillar of its existence, take The Newmarket Era of Oct. 14 as an instance. When Mr. Jackson was in Toronto recently, he told PRINTER AND PUBLISHER that he aimed to devote as much energy and space as possible to local news. It was determined to examine the next issue of the paper with this test in view. The Era's first page contains at least three columns concerning local affairs, and two illustrations, one the new pipe organ building for a Newmarket church, and the other a photograph of a local clergyman. Page 3 has four columns of local paragraphs; page 6 has five and a half columns of district and local news; page 7 over four columns, and page 8 about three columns. The illustrations are well printed. The column of births, deaths and marriages might be given a more prominent position. These notices are among the best news in the paper.

A WEEKLY'S
SERVICE.

It is pointed out by The St. John Globe that the clearing up of the "Mowatt mystery" in New Brunswick is due to The St. Andrew's Beacon. Mrs. Mowatt disappeared from Bay road, St. Stephen, and it was feared that she had been foully dealt with. After a year had elapsed detectives were called in, and a few days ago it was announced they had located the woman in Boston. As a matter of fact, however, the credit for the discovery was entirely due to The Beacon. A woman reader of The Beacon, who had met Mrs. Mowatt in Boston, communicated the fact to a friend and the item got into The Beacon. When the Attorney-General ordered an investigation and the detective went down to Charlotte county to investigate, The Beacon was able to furnish even the name of the street on which the woman lived. There she was found as already described. The newspaper is a great agency for good in cases of this kind, as well as in criminal cases, yet there are police officials in many places who seem to think it their duty to keep from the press all information possible. This is a short-sighted policy.

EDITORS GREW RICH BY JOINING FORCES.

While the South Dakota newspapermen made money in the early days, it was not by publishing news, but by publishing notices of final proof, says The Omaha Bee. At the time of their location all the land extending from the Sioux to the Missouri river and from the British line to near the south boundary of the Territory was subject to pre-emption entry. In 1880 settlers moved in at a rapid rate. The law was such that at the end of a six months' residence they could commute and secure title by proving this residence and paying the Government at the rate of \$1.25 per acre. Most of the settlers were desirous of securing title at the earliest possible date, that they might afterward secure a homestead, which then required a five years' residence. Before commuting upon the pre-emption the settler was required to give notice of his intention to make final proof. This notice, under the rules and regulations of the United States land office, had to be published for a period of four weeks in the newspaper nearest the land. When proofs commenced to come in the boys formed a close corpora-

tion and boosted the price up to \$9.50 for each publication. These notices did not occupy more than two inches of single column space, and were always paid for in advance. This afforded the opportunity that they looked for when they established their papers, and after the first final proofs came they rolled in wealth until all of the land around them had been proved up. In some instances the boys had to run supplements, frequently publishing as high as 100 notices in each issue. That day has forever passed, and now they are down to legitimate business, but they all say that they are doing well.

HARD ON FAKE ADVERTISERS IN GERMANY.

The fake advertiser has a hard time of it in Germany. Recently a Hamburger advertised an "infallible grease-eraser." Nine of his competitors lodged a joint complaint against him for "unfair competition" on the ground that his eraser was not infallible. The judge appointed an expert to make grease stains on garments and other fabrics, and then ordered the defendant to remove these stains in court with his eraser. The eraser proved lamentably unequal to the task, and the defendant was fined 100 marks (\$25) and costs. He has now altered his advertisements. The German judges are down upon sham sales. A man who had falsely advertised that he was selling out, upon retiring from business, was fined 300 marks (\$75). Others have been fined for falsely advertising "sale after stocktaking" and "sale on account of removal." At the Leipzig Exhibition of 1897 a firm showed what purported to be a model of their factory, including a building described as their "carpet-weaving mill." They were fined heavily, and an injunction was granted against them restraining them from referring to the imaginary "mill."

MR. HORACE WALLIS GOES TO QUEBEC.

A NEW company has been formed to control The Quebec Chronicle, and Horace Wallis, the Ottawa correspondent of The Mail and Empire since 1895 has been given the management, E. T. D. Chambers continuing on the editorial staff. When Mr. Wallis left Ottawa, he and Mrs. Wallis were waited upon by a number of journalistic friends and other citizens of Ottawa, and presented with a complimentary address and a handsome onyx table and solid silver tea service. The address was signed by W. H. Cluff, acting Mayor of Ottawa; Lieut.-Col. D. A. Macdonald, W. E. Clarke, A. McConnell, A. Mortimer, J. W. Borden; Mail Printing Co., per W. J. Douglas; A. F. Wallis, W. H. Dickson, W. H. Bunting, L. A. C. Jenning and J. H. Woods, Mail and Empire; J. S. Willison, R. Dunbar, and Roden Kingsmill, The Globe; Harry Bott, J. L. Payne, Albert Horton, John A. Phillips, Montreal Gazette; A. C. Campbell, Official Debates; E. W. Morrison, Ottawa Citizen; Gerald Brown, Ottawa Free Press; R. M. MacLeod, Citizen; H. R. Holmden, Montreal Star; J. C. Shea, Ottawa Free Press; Thos. Cote, LaPatrie, Montreal; W. Mackenzie, Montreal Herald; Geo. Simpson, Globe, Toronto; Fred Cook, London Times; W. Southam, Citizen; P. D. Ross, Ottawa Journal; T. K. Boeyer, S. B. Sinclair, F. Colson, Keville Doherty, W. H. Walker.

Mr. Wallis, who is a younger brother of Arthur Wallis, chief editor of The Mail and Empire, is noted for ability, experience and his genial temperament. He is succeeded at Ottawa by Fred Cook, the Canadian representative of The London Times.

THE ADVERTISING DEPARTMENT.

A NEW YORK EVENT.

AN interesting event was the banquet held in New York on October 12 by the Sphinx Club, the members of which are the brightest publishing and advertising men in New York. Several well-known Canadian journalists were present as invited guests, including J. S. Willison, editor of *The Globe*; W. F. Maclean, M.P.; Col. John Bayne MacLean, of Montreal, and Sanford Evans, of *The Mail and Empire*. While the discussion for the evening was "Advertising," the Canadian representatives made eloquent speeches on the general subject of friendly international relations.

A great deal of comment was caused by a paper on some phases of advertising, read by Frank Munsey. He complained of the commission system, by which newspapers pay commission to get business when the advertiser pays nothing, although the investor who wants to buy shares has to pay the broker's commission himself. He also complained of advertisements being given, by agents, to the paper which pays the highest commission. On the question of circulation, he complained that a great deal of business was got on bogus circulation, one paper claiming 40,000 to 100,000 circulation, when, in reality, it only had 3,000 to 10,000. The readers of *PRINTER AND PUBLISHER* who would like to have a copy of Mr. Munsey's paper, which created a sensation when read, may have one by sending a 3c. stamp to the Montreal office of The MacLean Publishing Co.

The invited guests from Canada were Hon. J. I. Tarte, Hon. W. S. Fielding, Hugh Graham, J. S. Willison, W. F. Maclean, M.P., Sanford Evans, John Bayne MacLean and Beckles Willson.

THE CIRCULATION QUESTION.

According to rumor a warm circulation dispute is in progress between a city daily and a shoe firm who are large advertisers in Canadian newspapers. The latter signed an advertising contract on the publishers guaranteeing a circulation of 10,000, but subsequently became dissatisfied and demanded proof of circulation. This has not been forthcoming, and the advertisers not only refuse to carry out their contract, but talk of claiming a rebate on money already paid.

The dispute is giving rise to a great deal of talk in advertising circles. Many large advertisers believe that every newspaper should be prepared to prove its circulation whenever required, in fact, the more up-to-date of Canadian advertisers will not sign a contract unless they can obtain proof of circulation. This is the course usually followed among advertisers in the United States. Several Canadian papers, notably *The Montreal Star* and *The Toronto Telegram*, publish sworn statements of copies sold each day and permit advertisers to examine the circulation records for themselves.

NEW BUSINESS AHEAD.

A change has taken place in the clothing trade which, in all probability, will bring more shekels to the coffers of Canadian newspapers. The Kennedy Co., who have heretofore controlled

the retail sale of "Fit-Reform" clothing, in Montreal, Toronto and Winnipeg, are arranging to place a brand of their own on the market, in competition with "Fit-Reform." They will shortly commence an aggressive advertising campaign, and the "Fit-Reform" manufacturers will have to hump themselves if they want to hold their own. John E. Kennedy, the ad. writer, is at the head of the new company.

THE ADVERTISING SITUATION.

The advertising situation continues unchanged, so far as dailies and weeklies are concerned. The promised revival in American advertising has not taken place yet, though the agencies prophesy that in a few weeks we will see an influx of foreign business.

The Slater Shoe Co. continue to use larger spaces than formerly, and are generally extending their advertising. The E. Desbarats Agency is placing a limited amount of advertising in local papers throughout Canada for "True" brand cutlery, controlled by E. F. Walters & Co., of Montreal. J. M. Douglas & Co., through A. McKim & Co., are placing large advertisements for liquors, etc., in the dailies. With these exceptions, there is very little business being placed at present.

NOTES.

In enclosing a cheque for an account with *The London Advertiser*, The Griffiths Cycle Corporation, Limited, wrote the following nice tribute to the paper: "We would like to express our satisfaction, not only with the business treatment we have received at your hands, but also with the excellent results we have obtained from advertising in your paper. As you are possibly aware, we have advertised very extensively in all parts of Canada from Halifax to Vancouver, and if we were asked to make a list of the best five advertising mediums in Canada, we certainly would include *The Advertiser* in our list."

LENIENT TREATMENT OF AN OFFENDER.

THERE have been stormy times in La Patrie office lately. A stereotyper, who had been rather a leader among his fellow-workers, was dismissed for intemperance, and, almost simultaneously, the foreman of the pressroom was transferred to another position. A Quebec man was engaged to fill the latter vacancy, and this gave offence to several employes, who felt that they should not have been passed over for an outsider. A pressman named Louis Bertrand, who had been a friend of the dismissed stereotyper, unscrewed fifty of the bolts and opened four ink reservoirs of the large Goss press, on which the paper is printed. As a consequence, four hundred copies of the paper were spoiled, a quantity of ink wasted, and the mails were all missed.

Bertrand was arrested on the charge of attempting to wreck the press and pleaded guilty. As no serious damage had been done, Mr. L. J. Tarte did not push the case, and the man was let go with a warning. Though the occurrence was very annoying, the publishers may congratulate themselves that the press, which is valued at \$7,500, was not completely ruined.

PROFITS IN PUBLISHING.

From Address of H. A. Perkins, President Kansas Press Association.



GREAT many years ago a prominent newspaper man of the State, reading a paper before the association, made much sport of the man who attempted to run a nonpareil paper in a long primer community. At that time I was younger, and, with others, applauded the sentiment and thought the idea was expressive and correct. I knew a good many things about

the newspaper business 20 years ago that I am not quite so certain about to-day. At present, I am of the opinion that a man who cannot run a nonpareil paper in a long primer community, and in time educate that community up to a nonpareil standard, ought to get out of the business or change his location until he finds a nonpareil community or one that can be educated up to that standard. In a large majority of cases I am inclined to believe the fault lies with the individual and not with the community. In some cases, doubtless, the newspaperman finds it to his advantage to change his location and get out of the ruts into which we are very apt to fall and remain, simply because we think we are doing reasonably well and feel that we could not do as well somewhere else. New blood is often needed in business enterprises to bring out all there is in the business, so also it is good for a man to know his strength and realize that, after all, the world is kin, and that one good location is about the same as another. Change is the law of life, and applies as well in our business as in anything else. But the community in which you serve and labor is entitled to the best efforts of your life, and, if properly handled, will, as a rule, respond with generous and hearty support. A nonpareil paper properly managed and conducted will educate a long primer community to the nonpareil standard. It takes hard work and the use of common sense; and where is there a successful business that has not required the same?

I am speaking now of the country press; the daily field is another matter. But of the papers printed in the county seats and smaller towns of the State (the weekly papers) this argument of mine applies. I am here to maintain that out of possibly 450 weeklies in the State there are not a hundred that pay a decent living to the proprietor, and in regard to the question of what constitutes a decent living, there are, of course, many individual opinions. One man is happy and content with an income of \$600 per year, while another finds \$1,200 too small to make both ends meet. The average county seat paper of the dominant party ought to be worth from \$4,000 to \$8,000, an average, say, of \$6,000. The man who is capable of managing a business that requires that experience and capital ought to have an income that would allow him three several items: First, at least 10 per cent. on the amount invested, or \$600 a year; and also allow a second 10 per cent. for the wear and tear, renewal of his machinery and plant, and the risks and chances of any ordinary business; add to this amount from \$1,200 to \$2,400 a year as his salary and you have a net income of from \$2,400 to \$3,600 per year. How many country printing offices are there in Kansas that are doing that well? Count them on the fingers of your hand and you will have a finger or two to spare. What is the matter with our profession? One thing is the fact that we do not enforce the law of the

survival of the fittest. We are too willing to publish a long primer paper in what should be a nonpareil community. Every cross-roads town has a paper and detracts from the county seat paper. But what of that? There is room for them and room for the more pretentious county seat newspaper. It is not necessary to enter the field of the local paper to seek a job of printing or advertising that belongs to the other fellow, unless to bring him to terms and teach him to keep within the limits of his field. My observation has been that every town that is big enough to support a paper is loyal enough to that paper if the publisher on his part is loyal to his own town and county. But the people are not fools, not all of them, and they in time will gauge you most accurately. You can fool a part of them a part of the time, but you will not for any great length of time fool all of them.

The circulation, the advertising and the job departments of our papers are far widely different from the same fields in the daily papers of the larger cities. The country newspaperman meets his constituents and customers daily. Their support and patronage is largely a question of friendship or acquaintance. It is not a question of competition. The man who runs around and relies upon the element of "cheapness" cannot compete with the man who stands firm for a fair price and argues his case with discretion and wisdom. The Chinaman can beat the life out of the American on prices, but the appeal to the American pride and the American fairness of spirit will take the work away from John nearly every time.

THE OLD MAN'S SONS.

AN EPISODE OF THE LATE SPANISH-AMERICAN WAR.

"We had two sons," the old man said unto the listening crowd,
 "Two strappin', husky boys of whom we was almighty proud.
 From infancy we watched 'em grow, an' tried to raise 'em right,
 An' all the neighbors used to say they was uncommon bright.
 In every class at school they stood almighty near the head,
 An' when they left their boyhood home admirin' people said
 They sure would make their mark in life; would some day
 write our name

In characters that all could read, upon the scroll of fame.

"We never dreamed that war'd come, in them bright, peaceful
 days,

Or that the kids 'd want to go where warfare was ablaze,
 An' when the letter came that told that both of them would go
 My heart just seemed a jumpin' lump o' pain, it hurt me so!
 I broke the news to mother in the gentlest way I knowed,
 An' it just seemed to break us down, so heavy was the load.
 An' in the apprehensive fear that mebbe they might fall,
 Our cup of agony seemed full of wormwood an' of gall.

"One of 'em is lyn' now on Santiago bay,
 An' one lies 'neath the tropic sun at Ponce, far away,
 An' I've bin told a many a time by them as knows their worth
 There ain't two more accomplished liars on top o' God's green
 earth.

No, sir, they are not boys blue; they're far too smart, I think,
 To fight when they can make a durned sight more in slingin'
 ink.

They've too much savey in their head for soldierin', I guess—
 Both of 'em's correspondents for the 'Sociated Press."

—Denver Post.

A TRIBUTE TO THE WORKING JOURNALIST.



THE banquet to Mr. John Ewan, of The Globe, in the National Club, on the evening of Saturday, October 1, was probably the most notable distinction ever conferred upon a member of the Canadian press not associated in any way with public life. Mr Ewan was selected, at short notice, to represent his newspaper at the front in Florida and Cuba during the war between Spain and the United States. He was at the battle of Santiago, and stayed at his post until invalided home after the chief events of the war had taken place. His letters to The Globe were vigorous, able and discriminating. They were regarded in Canada as the most trustworthy and readable information sent from the seat of war and fully equal to the correspondence sent to the English press, being, indeed, more interesting to Canadian readers, on account of the writer's special knowledge of Canadian affairs.

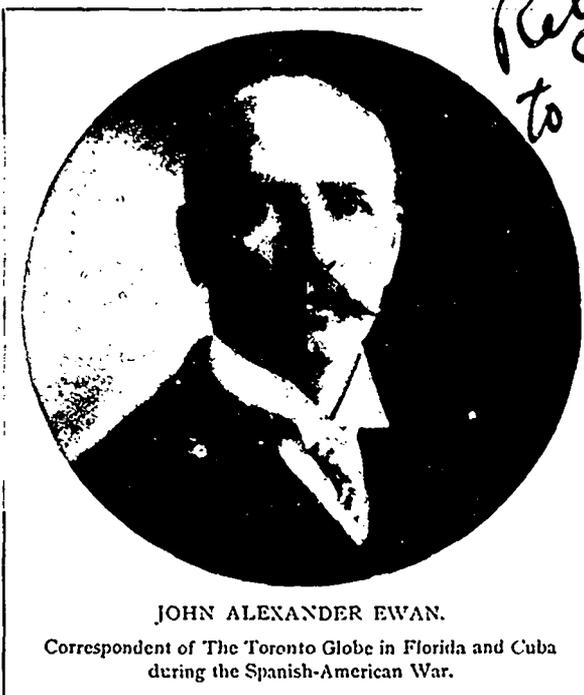
Before Mr. Ewan's return from Cuba, and when some anxiety was felt for his health and safety, a number of his friends, journalistic and other, signified their wish to join in some public expression of satisfaction and approval of his courageous and clever services as soon as he returned. But the management of The Globe, with a graceful promptness which was appreciated by newspaper men generally, took the the initiative, and, under its auspices, the banquet was held. The gathering was entirely non-political, and the proceedings, from first to last, constituted a personal compliment to Mr. Ewan. Mr. Robert Jaffray, president of The Globe Company, was in the chair, and Mr.

J. S. Willison, the chief editor, and Mr. Charles W. Taylor, the manager, filled vice-chairs. The Hon. G. W. Ross, Mr. A. F. Rutter, Mr. W. B. McMurrich, and other directors of the paper, were present, as well as a number of prominent journalists, military men and other citizens of Toronto, including His Worship the Mayor, Lieut.-Col. Denison, president of the British Empire League; W. F. Maclean, of The World; Edmund E. Sheppard, of Saturday Night; H. W. Charlesworth, of The Mail and Empire; J. T. Clark, of Saturday Night; J. A. Cooper, of The Canadian Magazine; J. J. Foy, M.P.P.; Joseph Tait, ex-M.P.P.; Lieut. Col. Delamere, Lieut. Col. Mason, Emerson Coatsworth, ex-M.P.; Peter Ryan, J. W. Bengough, Lieut. Col. Cosby, W. D. Gregory, L. K. Cameron, Queen's printer; E. T. Malone, Hugh Blain, John King, Q.C., George Warwick and many others.

The toast of the evening was that of Mr. Ewan's health, and after it had been honored in the most enthusiastic way, Mr. Rutter, on behalf of The Globe, presented to the successful

war correspondent a gold watch suitably inscribed. Mr. Ewan's speech was characteristically modest and straightforward, as he thanked his friends for the warmth and generosity of their reception and greeting. The other addresses delivered during the evening expressed in high and evidently sincere terms the estimation in which the guest was held, both in his personal and professional capacity. From his long and active connection with the Canadian press, Mr. Ewan is exceedingly well known and liked by newspapermen all over Canada. He received his early training in The Globe office many years ago, and was a reporter on the staff in 1879, during the editorship of Hon. George Brown. He was at Ottawa for some years as correspondent for The Mail, and returned to Toronto as a member of The World staff. He joined The Globe after Mr. Willison became its chief editor, and has since been a prominent member of its editorial staff. He has on several occasions, in the intervals of political leader writing, done some noteworthy and excellent literary work as a special correspondent.

Returned to Saturday 11/10/99



JOHN ALEXANDER EWAN.
Correspondent of The Toronto Globe in Florida and Cuba during the Spanish-American War.

A bicycle trip through the province of Quebec resulted in a series of graphic letters which were highly appreciated, and well exemplified Mr. Ewan's talent as a descriptive writer. On many other occasions he has shown his versatility for handling difficult assignments, possessing, as he does, a long and varied experience not only as a writer, but as a news editor. His biography of Sir John Thompson, at the time of the Prime Minister's sudden death in 1894, is spoken of as a very fine piece of work. The services in Cuba have now added fresh laurels to a reputation steadily built up during many years by hard, honest work.

Before the proceedings after the banquet terminated, Mr. Peter Ryan proposed the health of The Globe staff. To this Mr. Willison replied, referring to Mr. Ewan's success in the

kindest terms and declaring that during his absence he had had the very hearty sympathy of his comrades in the office, whose admiration for his work was tempered only by anxiety for his safety. He had done his difficult work with courage and prudence, and the skill and literary force which he had displayed had won him a first place in as brilliant a staff of correspondents as ever followed the fortunes of a war.

It is characteristic of Mr. Willison to bestow a generous tribute where it is deserved, and he never loses an opportunity of seeing that when a member of his staff does good work all the credit for it goes to the man himself. This somewhat rare virtue is one of several causes which account for the expansion and prosperity of The Globe in recent years, for to the energetic and able business management of Mr. Taylor and the wise editorial policy of Mr. Willison, is added a staunch loyalty to the paper among all its employes. The banquet to Mr. Ewan is a compliment to the whole newspaper fraternity, since, in honoring one of us, The Globe has honored us all.

NEWSPAPER CONTROVERSIES.

SOME PRUDENT COUNSEL BY AN OLD EDITOR ON PRESS SQUABBLES.

THE wisdom of to-day is largely commercial. Confront a business man with a proposition, and the first question is: "What is in it for me?" Still lingering in the mind of the newspaperman is a vague idea that his vocation should be made an exception to the rule. He puts his hand to the plow and turns back to ask if his mission, like that of the pulpit, is reformatory.

The matter of controversies, says R. W. Mitchell, in a paper read before The Missouri Press Association, like many other problems which we must solve in the interest of our business, must be determined by the object in view. Most journalists with gray hairs learn the difficulty of forcing men to be good.

In the ordinary acceptance, a newspaper controversy is a running debate between two newspapermen. Each man says the other is in the wrong and attempts to convert or silence him. The attempt has never been successful in Missouri.

There are times when a dignified, even though an impassioned, argument becomes a duty. In behalf of a principle, a championship now and then devolves upon an editor, and he would be less than a man if he declined it. Such contingencies give rise to controversies wise at least upon one side, but they do not arise as often as some of us are disposed to believe.

We do not cultivate the fighting spirit as assiduously as the writers of former generations, but we are still too apt to rush into battle without sleeping upon the propriety of it. The proper policy will be reached when we avoid war until peace threatens evil.

Personal controversy is a disease largely incident to editorial infancy. During the days when the young man is burning incense to himself, he rides in full armor with visor down, and when dun cows and dragons grow scarce, he charges the windmills with knight-like ardor. Fondled and fostered, his personality becomes an abnormal growth, and more than one man jostles it without being conscious of its existence. With age, the supersensitive bump becomes a callous excrescence. Absorbed in his real work, the matured journalist scarcely remembers that he has a life apart from his paper.

Wise controversies of a personal nature are as rare as good men in Sodom. People who read controversies generally smile in much the same way that they do when Grocer Smith says Grocer Brown sands his sugar.

You cannot prevent a man from attacking you in print, but it is seldom that you are called upon to reply in the same vein. One time in 100, it may be best to make a statement of facts, to relieve the public error. In the other 99 cases, your silence becomes intensely eloquent. The most blighting treatment of a malapert assailant is that which contempt should dictate. It minimizes the aggressor and dignifies the assailed, as no other course could. In over 20 years of newspaper work, I have often repented a hasty retort, but have never regretted ignoring a personal attack.

Imagine yourself called upon to select a man to step into your place and maintain the prosperity of your paper. Would you seek a good financier among the ready fighters, or would you prefer a cool, dispassionate man, with sense enough to sacrifice his self-importance to the welfare of the business?

The petulant, fault-finding spirit which gives rise to many

controversies is certainly as disagreeable to the patrons of a newspaper as to those of a merchant.

In politics, the party paper must be the party champion, but the respect which the journalist owes to himself and to his profession should be an effectual bar to all vituperation. At all times beware of the man who would incite controversies. Analyze his character and, if possible, discover his motive. If it is not good, leave him to breed trouble in some other direction.

If competing newspapermen could be brought into more intimate relations, there would be fewer unwise controversies. Most of us have been surprised at the way our prejudices have vanished after a better acquaintance with our business rivals. We have found them broadminded where we thought them narrow, generous instead of selfish, and more than willing to reciprocate every evidence of fraternal feeling.

We need to know each other better. It would, from many an error, free us, and from unwise controversy. Next to yourself, the man on whom the welfare of your paper depends is your competitor. Make him feel that you do not regret his success or exult at his failure, and you have laid a substantial foundation for a thriving and pleasant business.

My ideal of the newspaperman is not a fighter. Forbearance does not imply fear or servility. The highest type of courage is passive. My model is a man above the petty prejudices of rivalry. He speaks of the good in his competitor and leaves the bad unsaid. Socially and in the way of business you meet him without constraint. He visits you in your office, and his company adds pleasure to your hours of recreation. He opposes no good movement because it was instituted by his rival. He maintains fair rates. He makes capital by his own good work and not by depreciating the productions of others. He considers competition no bar to friendship, and loves peace for the blessings it brings to others as well as to himself. With him an unwise controversy would be impossible. He is not more than human, but is such a man as you would wish to hold your hand when you are dying.

WHY JOB PRINTING PAYS THE BEST.

"No, we are not going to start a paper; we are going after the business that pays." This was the answer received to a query propounded to a couple of hustling young printers who were buying an outfit at a supply-house lately. The "business that pays," in the printing line, is tacitly admitted, by all printers, to be the job printing branch of the business. To go into an analysis of the question as to why job printing is more certainly remunerative than the publishing of a country paper, one would have to concede, to start with, a number of important advantages to the job printer. On the other hand, however, the advantage claimed for the job printer is not so much a question of actual profit on the outlay, as it is one of getting in promptly, and without loss, what the business has earned. A printer who will indignantly scorn every proposal for barter where job printing is the basis of exchange, insisting upon and readily obtaining the cash for every job that goes out, will allow himself to be inveigled into "swapping space" for almost any worthless thing that is offered, on the mistaken theory that space doesn't cost anything, anyhow. When the newspaper manager becomes as careful of his deals as the job printer, and so watchful and persistent a collector, the discrepancy in profits between the two departments will be no longer discernible.

LIBEL AND OTHER LAWSUITS.

THERE are a good many libel suits, and other legal complications, now proceeding in Canada. Perhaps the most important was the arrest of George Ewart and Kenneth McLean, editors and publishers of The Burk's Falls Beacon, on a charge of criminal libel, preferred by his Hon. Judge McCurry. The arrests were due to an article in The Beacon of September 9, criticizing Judge McCurry for lenient treatment of a juvenile thief who was brought up before him. The two publishers were locked up for several days, being finally liberated on bail, and the case will come up for trial at Parry Sound later on.

An investigation is taking place, in the Montreal Police Court, into the character of a weekly publication known as Town Topics, conducted by Richard N. O'Brien. The complaint is that the paper is a scurrilous and immoral one. One of the witnesses was R. S. White, collector of customs, formerly editor of The Gazette, who gave an unfavorable opinion of the paper.

Libel suits for \$1,000 each have been taken against Montreal Minerve, by L. Gouin, M.P.P., and R. LeMieux, M.P., the complaint being founded on the report of the Tarte banquet at Valleyfield.

The case of Rev. W. J. Thompson against T. J. Robinson, editor of The Kamloops, B.C., Standard, has gone over to the next assizes. The Standard republished an article appearing in several eastern papers, referring to Thompson as being wanted

by the police, in connection with two suspicious deaths in Massachusetts. There is both a criminal and civil action, and Mr. Thompson will, it is said, if he wins this case, bring suits against all the papers that published the articles against him.

The Minister of Justice is taking suit against The Halifax Herald on the charge that the alien labor law of this country has been contravened by its publishers in bringing in employes from the United States under contract.

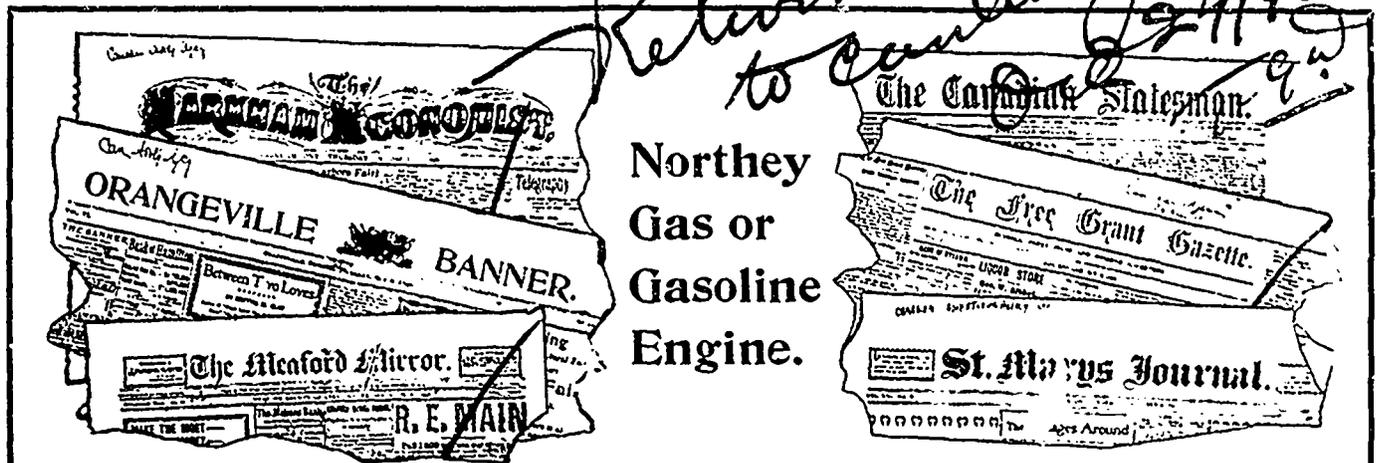
The Master-in-Chambers, at Osgoode Hall, has given an order for security for costs in the libel suit of Chas. L. Ellis, of Stratford, against The Chesley Enterprise.

Messrs. Parsons and Herder, editor and publisher, respectively, of The St. John's, Nfld., Evening Telegram, have been sentenced to a month's imprisonment for contempt of court in attacking the judges of the Supreme Court. No such penalty has been inflicted in Newfoundland for 40 years.

EASTERN TOWNSHIPS PRESS ASSOCIATION.

THE annual meeting of the Eastern Townships Press Association took place on Oct. 17 at Sherbrooke. It was largely attended, and, as the local committee had prepared an enjoyable programme, which included a visit to the local manufacturing, a drive, and a banquet at Lennoxville, the members had a delightful outing.

Unfortunately, PRINTER AND PUBLISHER was just going to press as the gathering took place, but a full report will be given in the November issue.



Northey
Gas or
Gasoline
Engine.

These Six Newspapers

have introduced the Northey Gas or Gasoline Engine into their printing plants. Their good opinion has been conveyed to us, and you are at liberty to write any, or all of them—ascertain full particulars of its star features as a printer's engine, and find as they have found, the absolute satisfaction and economy there is in its use.

If there is anything you would like to learn, or anything you would like to make sure of, write us, and we will give you every information possible. In any event send for our illustrated booklet—it will tell you of unthought-of power possibilities.

Northey Mfg. Co., Limited, B 1007 King Street Subway, Toronto

NOTES HERE AND THERE.

THE forthcoming issue of The Canadian Magazine will contain a brief, but highly interesting political biography of the late Hon. M. C. Cameron, by Mr. McGillicuddy, of The Goderich Signal—"M. C. Cameron as I Knew Him." It is a generous, but discriminating estimate of the man, such as one would expect from a whole-souled Irishman who is not so petty as to let his recent lively controversy with Mr. Cameron embitter his judgment. In making an advisedly malicious remark last month about the hollowness of newspaper biographies of dead Canadian politicians, I did not foresee that Mr. McGillicuddy, in his usual vein of genial contradiction, would rap me over the knuckles with an article that is not fairly open to the charge of vapid compliment, biassed statement, and flagrant sins of omission.

* *

They are relating an incident which concerns a Toronto newspaperman known to us all. The story may not sound very funny, but it has the merit of being strictly true. This gentleman attended the banquet to the war correspondent of The Globe, and, when the proceedings terminated, he was (to all appearance) a perfectly, even painfully, sober man. It was a Saturday night, as you know, and (he says) he went home. Be that as it may, he presented himself at church next morning in the evening clothes which graced the social festivity of the night before. It seems (so he relates) that in the hurry of preparing for church he mistook the dress coat for the usual frock coat and never discovered the mistake till the sermon was half over. I beg to state that the explanation is accepted in its entirety, without cavil, as the gentleman is several inches taller than myself, and, next to Fitzsimmons, has great fist-development.

* *

The new biography of Prince Bismarck, by Dr. Moritz Busch, discloses the complete and elaborate system which the crafty old statesman had for "working the press." The marvel is that he found time for anything else when he had finished dictating articles and letters to keep public opinion in line. The revelations must discredit a certain section of the German press, except that, as the present Emperor doubtless continues the system with a new set of writing creatures, these mouth-pieces of Imperial policy are interesting as reflecting the intentions of Government. Bismarck, talking privately one day to little Busch, remarked: "One learns more from the newspapers than from official despatches, as, of course, Governments use the press in order frequently to say more clearly what they really mean. One must, however, know all about the connections of the different papers." Harmless enough, perhaps, a great deal of Bismarck's press system was, since the better-informed a newspaper is the more interesting it becomes. But, in the main, the opinion one forms after reading the Busch disclosures is, that when the press becomes the reflex of the politicians, it is apt to degenerate into their tool.

* *

Then, Dr. Busch's method of relating the private conversations of the dinner table, or the confidential conferences of social intercourse, is somewhat startling. An illustration, with local color, will show his method. I was sitting at dinner recently with the publisher of one Toronto paper and the talented staff writer of another. The staff writer, who used to be in the employ of the publisher, described, to the amusement of us

all, how he had once held the publisher up for an increase of salary. "I was getting \$10 a week and determined to ask for \$12, being doubtful whether I was worth even the \$10. But, being advised that it was well to strike high, I went to you and said I would like to get more salary. You said: *How much?* Growing desperate, with the apparent insanity of the idea, I asked \$18. You said you would let me know next day. Next day you called me up, and, to my intense surprise, you said: 'That'll be all right.' You did not know, of course, that I would have stayed for \$12, and would have thought myself a Midas at \$14." When the laughter had subsided, the publisher capped this with an anecdote, equally humorous and interesting, which need not be related. If I were to tell the names and papers of these two celebrated journalists, and add a little more of their private conversation, I would reproduce exactly the methods of Dr. Busch. It makes good reading, but —

* *

Miss Flora Shaw, the clever colonial editor of The London Times, has courageously, but imprudently, plunged into Canadian party politics by her references to the administration of affairs in Dawson City. This lady was somewhat embarrassed by her knowledge of some communications which passed between South Africa and London, at the time of the Jamieson Raid, and was called as a witness by the Parliamentary committee of inquiry. But the undesired publicity given her then will be nothing compared to what she must suffer now. In party politics, we are inclined to relapse into the kind of warfare practised by the original Indian inhabitants—a warfare of tomahawks, battleaxes and scalping.

* *

During the battle at Omdurman, the two correspondents of The London Times suffered grievously. One, the Hon. Hubert Howard, was killed; the other Col. Rhodes, was painfully injured. Consequently The Times was without its special correspondence. At once, on learning of the misfortunes that had overtaken its contemporary, The Daily Telegraph placed its own special despatches at the disposal of The Times. This indicates that, in civilized society, it is possible to maintain the sharpest competition—and, regarding cable news, there is keen rivalry between The Times and other London journals—without forgetting what is due to comradeship and ordinary decency.

* *

Making no pretensions to being a prophet, I was somewhat amazed on reading the following in The Toronto Globe, of Oct. 8: "Next week The Globe will begin the publication of special news cables from Great Britain, and besides the inauguration of a regular exclusive cable service we have other important announcements to make at this time." Last month, in this column, in speaking of cables, I ventured to predict that if the Canadian dailies did not unite on a joint special service, some paper would start one of its own and then the others would have to follow suit at great expense. We shall see what we shall see.

C. 

The Montreal Gazette is to be improved and enlarged. The publishers have decided to purchase a new fast press at a cost of over \$30,000. and when this has been installed the regular morning edition will be increased to 10 pages, and the Saturday edition to 16 pages.

HARKER

The
 Ault and
 Wiborg Co.
 Makers of
 Lithographic &
 Letter Press
**PRINTING
 INKS**



**CINCINNATI
 NEW YORK**

**CHICAGO
 ST. LOUIS**

BLACK, 571-HO. BLUE JEANS BLUE, 571-N7. TINT, NO. 31.

"WORK."

COPYRIGHTED.

TORONTO TYPE FOUNDRY, DISTRIBUTING AGENTS FOR CANADA.

❁ Everything for the Printer. ❁

INKS Made by the celebrated firm of
Ault & Wiborg.

TYPE The latest and best.

PLATES News, Miscellany, Serials, etc.
Best in the world.

ROLLERS Cast by "Gatling" Process. The
only plant of the kind in Canada.

PRESSES Of all makes and kinds
—new and second-hand.

ENGRAVING By all processes,
at the lowest ruling prices.

READY-PRINTS Unequaled by any other in Can-
ada, in matter, paper or presswork.

STEREOTYPING Promptly and
effectively executed.

ELECTROTYPING Fine deep shells, and clear
working guaranteed.

Toronto Type Foundry Co.

LIMITED

Branches : 646 Craig St., Montreal.
175 Owen St., Winnipeg.
520 Cordova St., Vancouver.
146 Lower Water St., Halifax.

44 Bay Street, TORONTO

Dexter Folder Company

Main Office and Factory
Pearl River, N.Y.
(One hour from New York City.)

Highest Grade...
Paper Folding and Feeding Machinery

NEW YORK
97 Reade St.

CHICAGO
315 Dearborn St.

BOSTON
149 Congress St.

UNITED TYPOTHETAE OF AMERICA AND ALLIED TRADES.

Editor PRINTER AND PUBLISHER :

I notice with surprise that Toronto was not represented in the 1898 convention of The United Typothetæ of America, held in August last, in Milwaukee, Wisconsin. Is the Toronto typothetæ yet in existence? It had formerly been one of the main supports of the organization. In 1890, in the Boston convention, Toronto was represented by W. A. Shepard, James Murray, H. B. Brough, C. Blackett Robinson, Hugh C. MacLean, W. H. Apter, R. L. Patterson and Fred. Diver. Invariably, Toronto carried off honors, both in convention work and at banquets. When the body met in Toronto, the people were lavish in their kindness and attention. That year, the late W. A. Shepard was president; he was one of the ablest presiding officers the organization ever had.

I am sorry to notice that, while the Dominion of Canada is growing in population and wealth, this year it had only one representative, A. J. Talbot, London, at the United Typothetæ meeting held in Milwaukee, Wisconsin. I am certain the Toronto typothetæ is yet in existence, and hope to see it and other printers' organizations well represented at New Haven, Connecticut, where the convention will be held in 1899. For an organization of the employing printers of the United States and Canada, there is much work yet to be done. You are sadly in want of a new copyright law, and the intelligence and representative character of such a body is one of the few mediums through which it can be attained. Besides, the labor problem is staring employing printers in the face, and much can be done by this body in bringing workmen to a fair understanding.

Canadian printers should be alive to the necessity of forming organizations in every town in the Dominion. When they are not of sufficient number to form a typothetæ, they should become members of the next large town organization, as is now the case in the United States. This is the thirteenth year of typothetæ existence, and they have, so far, done a great deal of good to both employe and employer. Every year, printing and allied trades are coming closer together; when they are united on any great question of reform, they will prove an irresistible force. At no distant day, it is hoped, they may be called upon to meet in convention.

New York, October 8, 1898.

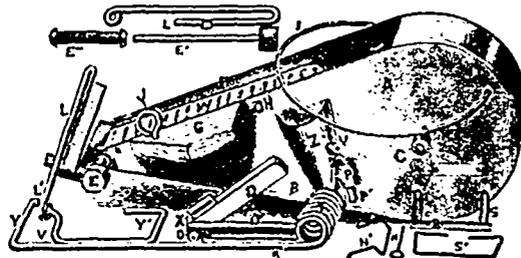
RICHARD ENNIS.

SILVER WEDDING AT BOWMANVILLE.

Mr. M. A. James, editor of The Canadian Statesman, and Mrs. James celebrated their silver wedding Oct. 7, the guest list being confined to their parents, brothers and sisters, with their families. After enjoying a sumptuous English dinner, a varied programme of music was given by the young folks. Besides being the 25th anniversary of their marriage, it was the completion of twenty years' residence in Bowmanville. Mr. James has the friendly congratulations of his many friends and conferrers.

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.

R. Dick's Seventh Mailer.



OVER
8,000 IN
USE.

NO
BETTER
MAILER
MADE.

Worth more to the printer than Klondike gold, is R. Dick's Seventh Mailer. A great time-saver—and time is money. With it experts have addressed from 6,000 to 8,526 papers in less than an hour. For information concerning Mailer, address

R. DICK ESTATE

Price, \$20.25 without Royalty. 139 West Tupper St., BUFFALO, N. Y.

Newspaper Printing

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

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

o o o o

Estimates given on application to
THE MANAGER

Printing Department
The MacLean Publishing Co.
Limited

The Toronto Patent Agency Limited

CAPITAL, - - \$25,000.

W. H. SHAW, Esq., President.	79, 80, 81, 82 Confederation Life Building
JOS. DOUST, Esq., Vice-President.	
J. ARTHUR McMURTRY, Sec.-Treas.	

TORONTO, ONT.

General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.

CRITICISMS OF CLUBBING SYSTEM.

IS OPPOSED TO CLUBBING.

C. W. Young, Cornwall Freeholder.

I CEASED clubbing with city papers several years ago, for the reason that I found I was working mostly for the other fellow, and while I got a few new subscribers, the greater proportion of the clubbers were old friends, who had always paid the even dollar, and would have continued to do so had no clubbing reduction been offered. From present appearances, with city dailies selling at a dollar a year, it looks to me as if country weeklies were going to have a hard time before long. I consider the city daily a direct competitor under present conditions, and do not propose to help him to any extent.

FROM A CITY DAILY STANDPOINT.

John Cameron, London Advertiser.

You ask my opinion of clubbing. I would say, in reply, that there is, and can be, no rule. What the country weekly is apt to fear, is that the outside paper introduced may become the favorite. But if the country weekly keeps up its local news, it need have little fear, ordinarily; and it is to be remembered that a growing number of people now take more than one paper. The clubbing system does one thing, it helps along the idea of advance payment, which ought to be universal. If I were to suggest a rule at all, it might be to club, if you club at all, with a publication least similar to your own. You speak of clubbing as a vexed problem. So it is; which is another way of saying that in some cases it is wise; in some, otherwise.

AN EXPERIENCE NOT WHOLLY UNSATISFACTORY.

R. D. Warren, Georgetown Herald.

My experience, during the last few years, with clubbing, has not been altogether unsatisfactory and yet I am coming to the conclusion that the sooner the weekly papers drop the system the better. I am quite sure that such offers as are sometimes noticed, of two or even three papers for the price of one, can only have the effect of discrediting the papers that make them. Let the country publishers do their best to issue good newspapers and sell them on their merits, at a fair and unvarying price, and no outside help will be needed to make the circulation grow.

A STRONG REASON AGAINST CLUBBING.

W. E. Smallfield, Renfrew Mercury.

Through the 27 years of its existence The Mercury has not clubbed with any other publication. The conclusion come to years ago by the senior proprietor was that there was "nothing in it" for the country publisher, and the junior has seen nothing to cause him to desire to change this policy. Once or twice, when high-class publications have made exceptionally good offers, there has almost been a moment of weakness. But we have always fought it off, and were afterwards well satisfied that we had done so. We figure it out that it pays better to devote time to working up the local news side of our paper than to attempt to do bookkeeping and missionary work for other publishers. So far as we can gather, those "good" publishers who have been drawn into the clubbing plan are not greatly enamored of it; and those who do the most of it, so far as we have observed, have most difficulty in squaring their banker and

dodging the sheriff. Nowadays, it seems to us that there is greater reason why the country press should not club, at all events with the city weeklies and dailies; and that is, that when they do, they put in the hands of the buying public the advertisements of the departmentals, and thereby to some extent interfere with the trade of the local merchants who advertise in the local paper. Of course, the publisher who does not receive fair support from the home merchants may not consider this a reason; but Renfrew merchants have always done well by The Mercury, and hence, in fairness, we feel that we need not go out of our way to put a weapon in the hands of their business opponents. The Mercury, I may add, is still \$1.25 a year in advance, and the list is growing slowly, in spite of the advent of two new \$1-papers in neighboring villages within the past two years.

ARE CLUBBING OFFERS DESIRABLE?

H. J. Binns, Montreal.

The country press throughout Canada are becoming alive to the effects on their business through the various schemes that are brought before the press generally, from this time of the year on to December, for the purpose of swelling circulation, and commonly classed as "Clubbing Offers". It is yet to be found in what way these various schemes benefit the publisher in his business, and if these offers were carefully thought over, in all their bearings, the conclusion would be readily arrived at that injury is often done to the publisher who uses them. This can better be illustrated in the expansion of the departmental store and the fallacy of country publishers allowing these concerns to patronize their advertising columns, thus drawing trade away from the local merchants. In the same way, the city daily often endeavors to obtain a foothold in a field hitherto held exclusively by the country publisher, and, on account of the various feelers that are generally thrown out after that field is reached, such as obtaining correspondence from that particular locality, etc., thereby obtains a foothold that it would be otherwise hard to accomplish by ordinary means.

The weekly editor is usually above the average in his locality in information, intelligence and energy, and why should his influence for good be narrowed down to certain limits by him "selling his brains" when he can hold the field without allowing interference if he so chooses? Adopting clubbing offers is somewhat similar to an editor who goes on giving away space for almost every local object that presents itself, without using systematic methods in guiding him as to remuneration for said space, and then wondering why circulation returns are not heavier.

There is too much "truck and trade" in the newspaper business, and we should get out of it as soon as we can. Do these city dailies, or monthlies, as the case may be, act fairly to the locality in which they have opened out? Do they hold local buyers to purchase goods in their own towns, which they should support, and where they invariably can get credit, in preference to advocating the necessity of buying goods in the city, and paying cash for their purchases? No.

The country press, all along the line, should take up the question and form a united front against this invasion of their field, as it no doubt is, and, at the same time, work up local features in their weeklies to partly offset this encroachment, which, if gone about systematically, will go a long way towards remedying the evil.

BOOK PAPERS

CANADA PAPER CO., LIMITED

Toronto, Oct. 15th, 1898.

We are offering exceptional values in book papers, and it will pay you to write us for quotations, especially if you are figuring on any large jobs. Our facilities are particularly well adapted for turning out large runs at a low cost, and we shall esteem it a favor to be allowed to figure on such orders.

Yours truly,

CANADA PAPER CO., Limited.

J. J. Campbell
Manager.

MONTH'S NEWS IN BRIEF.

THERE are rumors of a new Liberal daily to be started shortly in Halifax, N.S. Local politicians are behind the venture and \$100,000 capital has been subscribed. No definite particulars have been given out yet, but it is said that the new journal will make its appearance before the beginning of the year.

The Blenheim, Ont., News, has put in a new first-class press.

John O'Higgins, of The Toronto World, has joined the editorial staff of The Woodstock Sentinel-Review.

Three Christmas numbers will be issued in Toronto this year, by Saturday Night, by The Globe, and by The Mail and Empire.

B. L. Baldwinson has succeeded B. F. Walters as editor and publisher of Heimiskringula, the Icelandic paper published in Winnipeg.

N. P. H. Brown, editor of The British Empire, a London, England, weekly, has passed through Canada on his way from Hong Kong to Liverpool.

The Daily Journal, published at the "twin towns," Fort William and Port Arthur, Ont., has changed hands. Thos. A. Bell, the former owner, has sold out to The Fort William and

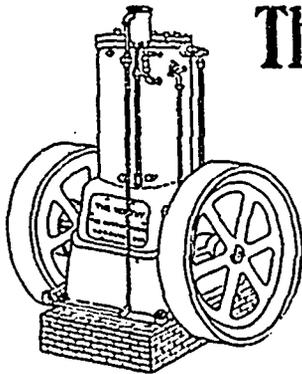
Fort Arthur Printing Co., Limited, but retains an interest in the paper. B. G. Hamilton, secretary and treasurer, becomes editor and manager.

The Perth Expositor has made some extensive improvements in the make-up and arrangement of the paper.

H. Bouchet, a well-known Quebec newspaperman, has been appointed private secretary to Sir Henri Joly, in place of Mr. Clement, who has resigned.

BLACK PAPER WITH WHITE PRINTING.

Some old printer has been telling "fairy tales" to a representative of The St. Louis Republic, asserting that: "We are on the eve of a great revolution in the typographic appearance of printed matter, especially newspapers, that is, the use of black paper printed in white letters, instead of white paper printed in black letters. The change is one to be desired by the public, for the reason that a white letter on a black ground possesses greater contrast and distinctness, and is, consequently, easier on the eyes. The change will give at first an odd enough appearance to printed matter, but the merit of it will eventually result in its general adoption, and, in time, the black letter will be as rare as the white letter now is. The change would be comparatively inexpensive to publishers, and, as black is cheaper than white paper, a saving could be effected."



"Built for Hard Work."

The Northey Gas or Gasoline Engine

RELIABLE

ECONOMICAL

DURABLE

Is being used with excellent results in both newspaper and job offices. Has all the printers' power requisites—smooth-running, easily controlled, costs little. Has no complicated features. Can be shut down on the instant—a valuable adjunct in view of possible press breakages, or set going again at full speed in less than a minute. Will run for hours with little or no attention. Needs no machinist to look after it—your "devil" could manage it. Uses either Gas or Gasoline for fuel—absolutely safe with either. Cost away below both steam and electricity. Made in all sizes, all parts interchangeable, thus facilitating repairs. Fully guaranteed in every particular. Send for illustrated booklet.

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

THE ASSOCIATION VISIT TO THE PACIFIC COAST.

IN case the following article in The Vancouver Province has escaped the eyes of readers of PRINTER AND PUBLISHER it is reproduced here as a timely comment upon the long-delayed, but very desirable trip of The Canadian Press Association to British Columbia. After referring to the visits during the past summer of Minnesota, Michigan, and Wisconsin editors, The Province says: "The fact of these excursions suggests, however, the fact that while we have had editorial writers from the States galore to visit us, very few of the conspicuous journalists of Canada have ever got as far west as British Columbia. John S. Willison, of The Globe, John Robinson, of The Telegram, Wallace Maclean, of The World, and E. E. Sheppard, of Saturday Night, have looked upon "the sea of mountains," as Edward Blake once called British Columbia; but these gentlemen have no monopoly of the brains of Canadian journalism. There are other clever fellows in Canadian journalism than Mr. Willison, Mr. Robinson, Mr. Maclean and Mr. Sheppard. They are constantly discussing Canadian affairs, and yet it is absolutely impossible that they should have any idea of Canada or its infinite possibilities until they have visited the Coast.

"Take men like Horace Wallis, of The Mail, W. F. Maclean, M. P., of The World, P. D. Ross, of The Ottawa Journal, J. R. Cameron, of The Hamilton Spectator, H. F. Gardiner, of The Hamilton Times, J. L. Lewis, of The Hamilton Herald, T. H. Preston, of The Brantford Expositor, Adrew Pattullo, of The Woodstock Sentinel-Review, and scores of others, who might be named, who are constantly taking a leading part in a vigorous but good natured discussion of Canadian affairs. It can be said, without reflection on these gentlemen in any way, that they are in absolute ignorance of the greatest and best part of this fair Canada of ours, because they have never taken the trouble to come to this western world and see for themselves what a wonder-world it is. The Province would like to see the Canadian Press Association make up its mind to come to British Columbia next year."

A LONDON DAILY'S CANADIAN CORRESPONDENT.

The London Daily Mail continues to print some excellent Canadian despatches and articles on Canadian topics. A recent issue contained a column on the plebiscite. It was a carefully written review of the liquor question in this country, and was both an interesting article and a fair statement of both sides of the case. The discussion of Canadian matters in so influential a paper is certain to be of benefit to the Dominion, and Mr. McBride, The Mail's Canadian correspondent, is to be congratulated on the work he is doing.

EXPERIENCE WITH A GASOLINE ENGINE.

Mr. James, of Bowmanville, has followed the lead of many of his fellow publishers and is putting in a 2-h.p. Northey gasoline engine. The Northey Co.'s representative went to see Mr. James, and, in conversation, mentioned that Mr. Carson, of Markham, was running his presses with a Northey. Mr. James telegraphed for his friend's opinion and received it as follows by wire:

"Engine giving perfect satisfaction. Two-h.p. plenty of power for Wharfedale and two Gordons." This decided Mr. James, and the order was given at once.

OUR . . .

Cover Papers

Royal Cheviot, 10 colors, 20 x 25, 55-lb., \$7.00 Rm.
Victor - - - 6 colors, 20 x 25, 60-lb., 9.00 Rm.

Will suit exacting customers.

SEND FOR SAMPLES.

Burnside Bristol Board

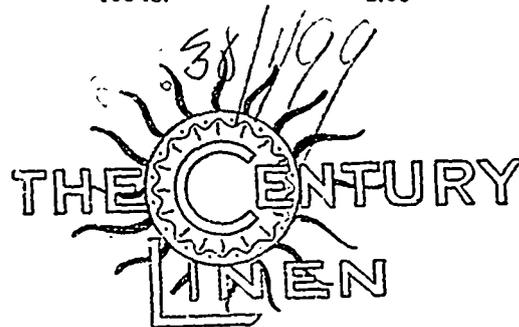
White and Colored, at 10 cents per lb.

Will take "Half-tones."

Dundee Bristol Board

Best value in medium-priced board on the market.

100-lb. White, 22 x 28,	\$1.25	per 100 sheets.
120-lb. " " "	1.50	" "
140-lb. " " "	1.75	" "
160-lb. " " "	2.00	" "



All weights in flats.

Cream Laid and White Wove.

Makes stationery of the first class.

No. 7. (EXTRA SIZE) Duplex Blue-Lined Envelope

\$1.00 per M.

Buntin, Gillies & Co.

Hamilton

The use of White Size improves the appearance of Silver or Aluminum Bronze—in ½-lb. tubes, \$1.50 per lb.

PAPER AND PULP NEWS.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, OCTOBER, 1898.

THE PULP SITUATION IN CANADA.

AS far as an outsider can judge of the prospects of reciprocity at the Quebec conference, it does not appear probable at present (Oct. 15) that the International Commission will settle the lumber question on a free trade basis. This would leave the question of our paper and pulp industry to be dealt with by the Dominion Government. The demand for an export duty on pulp wood is growing stronger, and, if the Americans stick to their policy of placing high duties on Canadian pulp and paper, it does seem reasonable that Canada should regulate her interests in pulp wood entirely to suit herself.

PAPER AND PULP NEWS has been hammering away at this matter for nearly five years, during which time a certain amount of support to the proposal of an export duty has been given by the daily press. Lately, this support has been more whole-souled than ever, and we have hopes that if the American commissioners decide not to entertain proposals for free trade in wood products, the Canadian Parliament, at the coming session, will do its long-deferred duty. Recently, the Canadian paper and pulp interests were heard at Quebec. Messrs. John Forman, of The Laurentide Pulp Co.; John MacFarlane, of The Canada Paper Co., and E. B. Eddy, of The E. B. Eddy Paper Co., Limited, Hull, presented their views to Sir Richard Cartwright. Mr. Eddy is outspoken in his demand for an export duty, and his thorough familiarity with the whole subject entitles him to be heard. We cannot understand why there should be any hesitation in taking the necessary steps to place Canada in that position which we all believe she is capable of assuming, namely, from situation and natural resources, the chief pulp and paper manufacturing country in the world.

One cannot tell what the Government at Ottawa will decide in the matter, but, if it decides to leave things as they are, it ought to be forced to present the very strongest reasons against the policy of an export duty on pulp wood. We have turned the other cheek to the smiter so long, and the United States manufacturing interests have so long acted on the principle of taking everything they can get for nothing, as long as others will allow this to be done, that it is becoming a practicable question whether the whole matter of trade with the United States should not be approached in the most cold blooded spirit by Canada. We lower our tariff and they raise theirs. This goes on from time to time, and it has ceased to be a consideration whether economic theory should be consulted at all.

This is not said in any spirit of hostility, but in a purely business way. The only hostility one feels is toward the supineness of

our own people in permitting a condition disadvantageous to Canada to exist so long. At first sight it looks reasonable that if a foreign country wants our raw material they should have it, but on our own terms. It will suit us to have an export duty. Let us have it. If it suited the Americans to impose an export duty on any raw material they export they would place it or without hesitation, except for the fact that their constitution forbids them to impose any export duty. There is really nothing new in the situation. It is a clear case, and we await, first, the official announcement of the results of the International Conference, and after that the policy to be decided on by the Dominion Government. The President may now feel able to get a reciprocity treaty through the Senate. In that case, Canada must look to the tariff committee of the House of Representatives to meet her half way in arranging free trade in pulp. Otherwise, the United States mills can pay our export duty. As they want our material badly, they would certainly be the people to pay.

THE BRITISH GOVERNMENT'S POLICY.

The sentiment in favor of encouraging British manufactures as against foreign goods is growing in the United Kingdom. The following extract from British Paper and Trade Journal, alluding to an incident which occurred in the Imperial Parliament recently, furnishes a striking illustration of the expansion in free trade England of a trade doctrine which a few years ago would have been regarded as heresy: "In reply to a question put in the House of Commons by Sir C. Vincent, Mr. Hanbury stated that every person tendering for the supply of paper to H.M. Stationery Office must be a bona fide manufacturer, with mills in the United Kingdom, and that all stock papers, which comprised from two-thirds to three-fourths of the whole required for the public service, were purchased direct from the manufacturers, and had to be accompanied by a certificate that they had been manufactured on the contractor's premises. The papers which were not of British or Irish manufacture were chiefly special kinds, which could not be obtained from the actual manufacturer."

Albert E. Reed and W. H. Reed, two of the members of the deputation appointed by The British Papermakers' Association to visit Canada to lay the views of that body respecting an export duty on pulp wood before the Dominion Government, were in Ottawa recently, and waited upon several members of the Government, and have returned to England.

NOTES OF THE TRADE.

THE Woodstock, N.B., Board of Trade believes that the establishment of a pulp mill will be of great benefit to the town. At a meeting held on October 10, the subject was discussed, and the mayor assured the board that a bonus will be forthcoming if the enterprise can be carried out. Messrs. Baird and Hay were appointed a committee to arrange with a pulp expert to report on the subject.

The big storm at Merritton, recently, blew a car, loaded with a ton of wrapping paper for a Port Hope firm, into the river.

Mr. Lake, the English pulp expert, is carefully looking into the advantages St. John, N.B., offers for pulp mills. He is already satisfied that in the matter of raw material and shipping facilities that city can hold its own with any place in the world.

The pulp mill being built by Messrs. Mooney at Mispic, near St. John, N.B., is being rapidly completed. A schooner has arrived from Boston with a large quantity of hard pine lumber all ready to be placed together for the vats to be used in the making of pulp.

The pulp mill on the upper falls of the Gissiboe river, near Weymouth, N.S., is now in full operation. The plant cost \$50,000, and comprises four turbine wheels with 17,000 aggregate horse-power, four grinders, three wet machines, etc. The daily output is 25 tons, with an annual consumption of 3,000 cords of spruce.

The Canadian wood pulp mills are evidently increasing their exportation of wood pulp on a very large scale, says The London Paper Trade Review. The statement was recently made that the American demand for Canadian pulp, which had sprung up of late, would seriously diminish supplies to the British market; such, however, is not the case, as recently some very large consignments of Canadian pulp have been received. Our import figures for this week show the arrivals at Liverpool to be: 2,975 bales by the steamer Lake Superior and 2,490 bales by the Gallia, from Montreal; and 30 bales on board the Barcelona from Halifax. At Manchester, 8,090 bales were received per the ship Barcelona, from Halifax; 195 bales per the Parkmore, from Montreal, and at London the St. John City unloaded 1,800 bales from Halifax. The British receipts of wood pulp from Canada last year were under 5 per cent. of the value of the total imports, but, if arrivals continue during the present year as they have during the past few months, Canada must greatly increase her position in the British market. During the past week, 1,111 bales of wood pulp were received at London from Boston on board the Oriel, and 49 cases at Manchester, per the ship Sirius, from New York.

BIG PULP WORKS.

Dr. Viggo Drewson, of New York, recently visited Toronto. He is the vice-president of the Petewawa Lumber, Pulp and Paper Co., incorporated by special Act of the Ontario Legislature, which holds concessions from the Ontario Government, setting aside extensive tracts of spruce lands in Northern Ontario for the purpose of permanently supplying raw material for the manufacture of wood pulp in the large mills which this company will build at Petewawa, Ont., where it has secured about 500 acres of land and all water-power rights on the Petewawa river. The company expect to have in operation before the end of next season a plant with a daily capacity of 50 tons dry

sulphite fibre, and, as there will be about 10,000 horse-power for other purposes, the company will probably also build a paper mill of 100 tons daily capacity.

AN EXPERT COMING TO CANADA.

At the recent annual meeting of the Scandinavian Chemical Pulp Association, it was decided to send an engineer to Canada and the United States to find out the competition the Scandinavian makers were likely to meet from Canada in the near future, and the probable effect of the new mills being erected in Canada. It is said in England that the Scandinavians will find Canada a hard nut to crack, as British capital is now going extensively into mills in this country. For instance, there is the St. John Sulphite Co., the capital for which has been furnished by Scotch papermakers; the Dominion Pulp Co., which has one of the largest English paper manufacturers at its head; and the Cushing Sulphite Co., two-thirds of the capital of which has been guaranteed by an English manufacturer, while English capital has also embarked in a number of other Canadian mills. London Paper and Pulp says that Canadian makers are handicapped by heavy freight on pulp, but when this is remedied, as it is sure to be by and by, they will compete on equal terms with Scandinavia, Canada having the advantage of cheap wood of excellent quality in practically unlimited quantities. The same journal says that the Scandinavians would made a mistake by erecting paper mills to meet Canadian competition, adopting the same tactics as the United States mills, which dump their surplus in England at a loss, rather than spoil their own market. The Scandinavians, it says, have practically no home market, and, therefore, they would be selling at a loss abroad without having a profitable home market to recoup them. The expert chosen for the Canadian mission is Karl Everitt, of the Aras Sulphite Mill.

IS THIS THE COLORED PERSON ON THE FENCE?

Canadian pulp manufacturers are making an earnest effort to convert the Canadian Government to their way of thinking on the question of an export duty on pulp wood, and, only last week, a committee of them presented, to Sir Wilfrid Laurier, a memorial asking that their views be adopted. The Government, apparently, have opinions of their own, however, on the matter, and, if one is to judge by actions, they propose to side with the wood farmers, whose interests, of course, will not be served by an export duty on pulp wood.—N.Y. Paper Trade Journal.

CANADIAN PULP IN ENGLAND.

Canadian wood pulp is being largely received at Bristol ports each week, says an English correspondent of The Paper Mill, under date Oct. 1. Thousands of bales have lately come to hand from Montreal, St. John and Halifax. These heavy arrivals must affect the Scandinavians, who have found it hard work to get consumers to close contracts, many papermakers preferring to take their chances in the open market unless very favorable terms have been quoted.

A company has been formed to build and operate a paper mill at Manhattan, Montana. Barley straw, for which contracts for a three years' supply at \$1 per ton have been made with the farmers, will be the raw material. Coal from the local mines can be laid down at \$2.50 per ton. The entire output will be absorbed by the local market.

Printers and Publishers !



ATTENTION IS DIRECTED TO THE HIGH QUALITY
OF OUR GOODS

No.	1	Litho.
"	1	Book
"	1	Toned Book
"	2	Book
"	2	Toned Book

PAPER

In Stock Sizes and Weights.
Special Sizes to Order.

These papers have a uniform and beautiful finish, and are especially
suitable for all kinds of fine Book and Magazine Work,
Catalogues, Price Lists, etc.

Write for Samples and Prices to

The E. B. EDDY Co., Limited

Hull, Montreal, Toronto.

QUEBEC,
WINNIPEG,

HAMILTON,

KINGSTON,
VICTORIA AND VANCOUVER,

ST. JOHN, N.B.

HALIFAX.

ST. JOHN'S, N'FLD.

AN ERA OF DEVELOPMENT.

A GREAT pulp mill is projected at Baie St. Paul. It is a large inlet on the north shore of the St. Lawrence, about midway between the city of Quebec and the mouth of the Saguenay. Besides being a good shipping-point, it is a convenient place for the assembling of raw material, two little streams running into it from a district abounding in spruce. Speaking of the projected mill and the development of Canada as a paper and pulp manufacturing country, a paper manufacturer had this to say, recently, in an interview with a representative of a New York trade journal:

"We shall hear of many such within the next six months. We are on the eve of a great outburst of enterprise in the paper-making line. Englishmen are indifferent to many of our resources. They are shy of our mines, will take no stock in many of our industries, and have long been very 'canny' in regard to everything Canadian, except our railroads; in fact, if they had been a little more cautious as to railroads, they might not have been so timid in regard to everything else. But they are warming up towards our spruce limits. Whatever other resources we have, or are supposed to have that is doubtful, those, the Briton begins to think, are sure. The stress of American competition, joined with the pressure of higher prices for the raw material he gets from Scandinavia, is turning British papermakers for relief to our great forests of prime pulpwood. If they could persuade the Canadian Government to put an export duty on pulpwood going to the United States, but leave it free to go to England, they would gain two ends. They would handicap their chief competitors, by raising the cost of production upon them, and they would force down the cost of production to themselves, either by importing wood from Canada, or by using Canada to bring the Scandinavians to a lower basis. But, even if they should not get exemption from the export duty they advocate—and it is nerly certain they would not—they would still be thankful to have it imposed. It would cripple their great rival more or less. There is still another supposition, and that the most likely of all, namely, that no export duty whatever will be imposed. In that, or in any case, Englishmen are likely to come here for their pulp, and form companies to manufacture pulp in Canada. Mark my words, there will be big developments as the result of the application of British capital to our pulp resources. Then, too, enterprising Americans are waking up to our advantages for that industry, and are pushing enterprises at several points. We shall soon have plenty of pulp mills."

ONTARIO'S CONCESSION TO AN ENGLISH CONCERN.

THE Ontario Government have concluded an agreement with an English syndicate which will have the effect of placing the paper industry of Canada on a firm footing. Mr. Ernest A. Bremner, of London, Eng., managing-director of the Sturgeon Falls Pulp Co., has secured the right to cut spruce timber on a reserve along the Sturgeon river. The tract consists of 75 square miles of spruce lands.

The company engage to spend \$1,000,000 in buildings and plant, and will have an operating capital of \$2,500,000. The pulp mill has been formally opened at Sturgeon Falls, and the foundation of the first of six paper mills laid. The company undertakes to employ not less than 240 hands, but will in reality employ nearly 400. The yearly output will be 360,000 tons of pulp, or 120 tons for every work'ng day. It is expected that

this powerful company will be able to compete successfully for the English paper trade against all comers. At the present time it costs the American exporters between \$6 and \$7 a cord to lay Canadian pulp wood down at their mills, and even at this figure they can manufacture paper and sell it in England to the extent of hundreds of thousands of pounds annually. Thanks to the concession, it will not cost the Sturgeon Falls Pulp Co. more than \$2 per cord, and they hope by careful management to become a powerful competitor for the British trade. They expect to be aided considerably by the pro-Canadian feeling in England and by the fact that it is British capital which is invested and Canadian workmen who will reap the benefit. The terms of the contract with the Government provide that all spruce cut must be manufactured in the country.

PARRSBORO' VOTES A BONUS.

At a meeting of the ratepayers of Parrsboro', N.S., Oct. 5, the question of granting a \$10,000 bonus toward the establishment of a pulp mill was considered. After addresses by Mayor Harrison, Dr. Townshend, Engineer Allison, Dr. Hayes and E. R. Reid the meeting approved of a bonus by a vote of 55 to 2. It was shown that owing to the decline of the lumber industry which had built up Parrsboro', the place needed a new industry. The town could borrow the \$10,000, paying interest of \$400 annually for it. The return would be in the adding of \$20,000 taxable valuation to the assessment, and the \$40,000 wages annually which the 100 employes of a 30-ton mill would earn.

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

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.



HALF-TONES

... ..

WE MAKE A SPECIALTY
OF FINE HAND-FINISHED
HALF-TONES FOR
CHRISTMAS NUMBERS.

LET US SUBMIT A DESIGN
FOR YOUR COVER.

... ..

Toronto Engraving Co.

92 BAY STREET.

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
Bureau**

BARGAINS IN Printing Presses,

-Etc.

A Few Words to the Printer.

A Second-Hand Press is not a Bargain to the purchaser, if it is not in condition to do satisfactory work. No matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard, it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

A Few Words About Ourselves.

We make a specialty of buying and selling Second-Hand Printers' Machinery. We have a machine shop fitted with appliances adapted for doing this kind of work. We employ none but the best skilled mechanics, who have had a life long training in overhauling and rebuilding Printing Presses. We are able to give a guarantee with every machine we sell, and we never ask a price for a machine, not consistent with its proper value.

A Few Words About Prices.

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all complete, ready for work, a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery.

Drum Cylinders.

Babcock

Two roller; bed 33 x 51; air springs; tapeless delivery; R. and C. distribution. Price, \$1,400. At Montreal branch

Campbell Country

Bed 32 x 49½; wire springs; splendid condition. Price \$8.00

Campbell

Complete cylinder; table distribution, tape delivery, bed will print 6-col. folio sheet; will run by hand or steam. Price \$450. This is a snap.

Cottrell & Babcock

25 x 35; two rollers; tape delivery. \$550.

Cranston Drum Pony

Bed 21 x 28; tapeless delivery; splendid order. Price \$700.

Hoe

Bed 31 x 43; prints 8 column folio. \$650.

Hoe

32 x 47; tape delivery; rack and cam distribution. Price \$650.

Potter

Bed 32 x 50; rack and cam distribution, tape delivery. Price \$750.

Potter

Bed 31 x 45; tape delivery; table distribution. Price \$700.

Potter, Extra Heavy

Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

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. Price \$1,200.

Scott Job and News

Two rollers; bed 33 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order. Price \$1,200.

Taylor

Will print 5-column quarto sheet, table distribution, tape delivery. Price \$550.

Two Revolution Cylinders.

Kluder 4-Roller Pony Press

Latest build; splendid machine; will run 3,000 per hour, bed 20 x 26; matter covered 19 x 24. \$900. At Montreal branch.

No. 9 Cottrell

Box frame, up-to-date, 4 roller, two-revolution press; table distribution; tapeless delivery; trip, and all latest improvements; will do the finest kind of book work or half-tone work; size bed 43 x 56. Price \$2,000. This is a great snap.

Cottrell

Two roller; bed 42 x 60, tapeless delivery; air springs; rack and cam distribution; splendid condition; speed 2,000 per hour. \$1,900.

Campbell

Four roller; bed 37 x 52; tapeless delivery; very good condition. Price \$1,500

Campbell

Two roller; bed 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order. Price \$1,600.

Campbell

Bed 41 x 56. Table distribution. Two form rollers. Price \$1,700.

Campbell

41 x 56; table distribution; four rollers. \$1,900.

Potter

Four roller, two revolution press; bed 32 x 44; table distribution; tapeless delivery; air springs; splendid machine. Price \$1,600. This press is a snap.

Folding Machines.

One 8-column Quarto Brown Newspaper Folding Machine.

Splendid order. \$400

7-Column Quarto Brown Newspaper Folding Machine.

Good as new. \$350.

Hand Presses and Paper Cutters.

Washington Press. 7 column. \$150.

One 8-column Washington Hand Press. \$180.

One 6-column Quarto, Washington Hand Press. \$200.

One 16-inch Miller & Richard Lever Cutter. Good condition. \$15.00.

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

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

Plow Cutters. Price \$15 each.

One 33-inch Hughes & Kimber Power Cutter.

Very powerful machine. Price \$200.

Card Cutter. 27-inch. \$25.

Job Presses.

Old Style Gordon, 7 x 11. \$75.

Old Style Gordon, 10 x 15. \$135

Old Style Gordon, 13 x 19. \$200

Two 10 x 15 Improved Gordon Presses, with throw-off. \$175

One 13 x 19 ditto, with throw-off. \$225.

Hoe Ticket and Numbering Press. Price \$200.

Wharfedales.

Royal Payne

Bed 30 x 30; patent fly; good press. \$500.

Payne

Bed 36 x 46; four roller; patent flyers. \$850.

Payne Whurfdale

Good as new; bed 37 x 50; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$950.

Dawson

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

Miller & Richard Quad Royal

Bed 55 x 49; prints 8-column quarto; fine press. Price \$1,000.

Lithographic Presses, Etc.

Campbell Litho. Cylinder Press

Will take stone 35 x 49, this press is in splendid order. Price upon application.

One Double Crown Furnival Litho. Cylinder Press

In very fair order. \$550.

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. \$225.

Miscellaneous.

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

Eagle Card Cutter. Price \$10.

Sterling Perforator. Price \$30.

Hand Embossing Press

Takes 5 x 7 inches. Price \$50

Hoole 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.

Toronto Type Foundry Co., Limited

44 Bay Street, Toronto, Ont.

MONTREAL—646 Craig Street.
WINNIPEG—175 Owen Street.

BRANCHES { VANCOUVER, B.C.—520 Cordova Street.
HALIFAX, N.S.—146 Lower Water Street.