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VOL. VI.—No. 12.

TORONTO, DECEMBER, 1897.

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Printer and Publisher.

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A JOURNAL FOR PRINTERS AND PUBLISHERS

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J. B. MacLEAN,
President.

HUGH C. MacLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

THE ADVANTAGE OF MAKE-UP.

GOOD make-up in a country weekly is unquestionably an important consideration. An editor may be a genius at news-gathering, but a knowledge of his being so may be easily hidden from the public he desires to interest by poor presswork or an inartistic make-up. The editor of The Newmarket Advertiser has in his paper most of the qualifications of the successful country weekly. A generous supply of local, country and general news, good correspondence from neighboring villages and a full column of personals are found in the issue of December 3rd. The advertising patronage of the paper is also very creditable to the management of the paper. But the make-up and the presswork of the paper do not do justice to either editor or advertiser. On the first page a large advertisement of a departmental store is placed in the centre of the page with a heavy worn out three-line Gothic heading, which, combined with poor presswork, gives the sheet an appearance of being behind the times, which is clearly not the case with the editorial work of the paper. A good, clean, well-made-up paper would show Editor Binns' work to 50 per cent. better advantage, and would cost practically nothing more than a poorly made-up sheet.

GOING INTO POLITICS.

Editor Pettypiece, of The Forest Free Press, is the Liberal candidate for the Legislative Assembly in East Lambton. The nomination has called forth kindly remarks from both political camps, and is certainly a great compliment to an editor's influence and ability. As a party matter, of course, **PRINTER AND PUBLISHER** has no interest in the nomination one way or the other. But an honor to a brother newspaper man ought to be pleasing to us all. The Sarnia Observer, speaking of Mr.

Pettypiece's standing in his own party, says: "He has been an active and prominent figure in the East Riding elections for the past eight or ten years. At the provincial elections four years ago he did efficient service as an organizer and on the stump, and at the late Dominion elections he perfected the party organization throughout the riding in so thorough and systematic a manner that the victory won by the Liberals on that occasion was largely due to that fact. His intimacy with the electors personally and his knowledge of the details of election campaigning brought him into prominence as a candidate, and though pitted in the convention against a man so deservedly popular as Mr. McCormick, he proved the stronger of the two and was finally made the unanimous choice of the convention." It is interesting to observe the number of talented journalists which the Ontario Liberals are calling to their aid. There is Mr. Pattullo, of Woodstock, first of all. There is Mr. McLean, of Seaforth. Mr. Craig, of Wellington, and Mr. Auld, of Essex, are also members. Mr. Pirie is the candidate in Wentworth, and now Mr. Pettypiece in Lambton.

THE WEEKLY IN TWO PARTS.

A matter which concerns the weekly edition of a daily, but is primarily of weekly concern, is the new plan which several western Ontario papers are carrying out. That is the issuing of the weekly edition in two portions, one going out on Tuesday night, the other on Friday. Where this is done the subscription is paid in advance. The Woodstock Sentinel-Review finds the arrangement a very successful and popular one. The country reader is given half the week's news, the markets, etc., early in the week before he comes into town on Saturday, and is therefore not dependent on a daily, and need not take one. Many farmers only send or go to the post office twice a week, so that the double issue exactly suits their dates for calling. The advertisers do not expect insertion in both parts of the paper and appear to be well satisfied with an arrangement which seems to ensure a closer study of all portions of the paper. Some people also contend that new goods advertised in the first part get a better show, since the reader arrives in town on market day with a knowledge of what is offering. The Woodstock Sentinel-Review has made a success of many new ideas and this is one of them.

A CHANGE IN MURON.

A familiar figure in the ranks of western Ontario journalism is removed from the front by the retirement of Mr. A. M. Todd, who has been editor of The Clinton News-Record for the past

seventeen years. Mr. Todd's retirement is made necessary by the serious effects of an attack of la grippe which he contracted five years ago after taking part in an election in the interests of Hon. J. C. Patterson. The News-Record has been purchased by Mr. W. J. Mitchell, of Huron County, who in his salutatory to the readers of that paper announces a continuance of the support it has hitherto given to the Conservative party, and that the paper will be in the van in the effort to overthrow Liberalism in Huron. The above notice is from The Globe and is a pleasant instance of a friendly reference by one paper to another of different politics.

COUNTRY CORRESPONDENCE.

In one of our papers the other day there were four columns of local correspondence. Reports from over twenty-five places were given. The name of each place appeared in caps, and the paragraphs were run in one after the other with a dash between. The four columns were surmounted by a three-line heading. The effect was undoubtedly neat and the enterprise displayed in news-collecting was commendable. But the appearance was too solid and would almost repel the eye. Where items are brief it is perhaps impossible to paragraph them all. Yet it was quite clear, in the case cited, that the paper was not making the most of its matter. Several of the items were worth headings of their own, or at all events special mention in the general heading. Editors who go to the expense and trouble of a good news service naturally want the public to recognize that fact. They never will recognize it unless the news is well displayed. In this country, we cannot follow the English style which puts first-class paragraphs away where you have to hunt for them. Recently in The London Times the day's despatch from Paris contained four or five paragraphs under the heading "France." The last paragraph recounted the deaths of sixteen people in a railway disaster in the south of France that morning. There was no special heading, no display to the news, no attempt to bring it forward as one of the most interesting events in the day's programme. That may do for English readers, but it will not go down in this country. And in England itself, the success of Mr. Harmsworth's Daily Mail shows that a taste for displayed news rewards those who cater to it.

CITY WEEKLY VERSUS COUNTRY WEEKLY.

The big city weekly that "makes up" its edition from the type used in the daily edition that has already been printed at a profit, has reduced its price to 50c. a year, says The Bloomfield (Ind.) News. It could well afford to give the weekly away free gratis to hold a large circulation, for even then it would profit by the advertising from the large field it has to work in. It is possible for the city weekly to attain a circulation up in the hundreds of thousands, while the country weekly rarely exceeds 2,000 circulation. Is it now in order for the country publishers to make another cut in their subscription price and see how little they can live on throughout the remainder of their lives? The average country publisher has a limited advertising field, and should consider that the subscription price of his paper is a part of his means of earning a living. The live country paper has a distinct and separate field that cannot be covered by the city weekly at any price, and besides, the country publishers and patrons should remember that the country weekly can no more compete with the city weekly in price than can your home cabinet maker compete with the large city furniture factory in the making of a bedroom suite or other piece of furniture.

SPECIAL EDITIONS AND SPECIAL MENTION.

THE Brantford Courier had a thoroughly creditable supplement on Dec. 7 in connection with the Provincial Fat Stock Show—on toned paper, illustrated and well-set advertisements. The enterprise of our Brantford contemporaries is continuous, not spasmodic. They afford no opportunity for carping, but keep right on at the success they so richly merit.

The Woodstock, N.B., Dispatch had a special issue Dec. 8—a write-up of the district, with half-tone pictures of places and people and some account of local industries. The special was 8 pages large, and meant a great deal of extra labor, time and expense. But these the locality will surely make up to the enterprising publishers.

The Stayner Sun has come out in a new and improved form, being now enlarged to an 8-page paper. The Sun is well and carefully edited, and its appearance gives it an undoubted claim upon the locality.

A new and comfortable brick building is now the home of The Shelburne, Ont., Free Press, which was burned out last winter. The paper is once more issued in all its former vigor and satisfactory shape, and Mr. Mortimer has the good-will of many conferees in his successful fight against that most disconcerting calamity, fire.

An early issue of the Christmas number was the policy this year of The Goderich Star. The 10-page supplement was a good piece of work. The entire issue was therefore 18 pages. By reminding people of the coming holidays an early appearance of the Christmas number of a local paper is probably appreciated by the merchants of the vicinity. In the ordinary news columns there was a paragraph which we take the liberty of quoting as a specimen of what we consider (if slang be allowable) a "cracking good item" for a paper circulating largely throughout the town and county. Here it is:

"There is yet a large portion of this past season's grain harvest to be marketed, but we have obtained figures which will show how much has been brought into town already this fall. Between the two large buyers, Wm. Burrows and S. Sloan, and smaller ones, over 34,000 bushels of wheat, 52,000 bushels of oats and 16,000 bushels of peas have been purchased from the farmers, who received over \$45,000. The business this year is larger than that of last, but not nearly as much as could be wished. Many complain that farmers from Kintail and Kingsbridge take their grain to Ripley, while many travel 18 miles to Blyth in preference to coming to Goderich, a distance of only two or three miles. In olden days many farmers left their homes in Colborne and Wawanosh townships between 3 and 4 o'clock in the morning to get to town and unload before the day's rush began. Many had to wait five, six and even twelve hours waiting for their turn to discharge their wheat. So many other markets have opened up during the past twenty years that all this is changed, and other towns are thriving on trade which ought to be done here."

The Newcastle, N.B., Advocate recently contained a portrait and sketch of W. C. Anslow, the editor and publisher of that journal, a man universally respected, who disappeared mysteri-

ously some months ago, and is believed to be dead. The facts of Mr. Anslow, are recited by Mr. J. J. Anslow, who lost his printing office—The Hants Journal—in the disastrous Windsor, N.S., fire. The late Mr. Anslow was an Englishman, who came to Canada in 1855 with his parents, and was apprenticed to the printing business in The Chatham, N.B., Gleaner office. Afterwards he and his brother started a job office in Newcastle. In 1867 The Advocate was started, and has flourished ever since. Mr. Anslow supported the Conservative party, but in future Mr. J. J. Anslow says (if he had any voice in the matter) "it would be independent, able to speak of men and questions as they really are from a non-party standpoint, and if politicians desire at any time to use its space for campaign purposes, let them do so over their own names, and pay for it as advertising matter, which it really is, just the same as do the merchants who use a certain amount of space to reach the purchasing public. It is all very well for the daily papers loudly and enthusiastically to espouse the cause of any political party, for which they are often generously paid, but we believe the true sphere of the country newspaper is one of independence, devoting its usefulness to the upbuilding and advancement of the localities in which it circulates, and striving to enhance the best interests of all from a mercantile and social standpoint. We know this theory may not be acceptable to many persons of the ultra-partisan stripe, but we have proved it by actual experience to be more profitable to the publisher, and more conducive to good feeling among the different classes in the community than a rabid political course, which frequently alienates those who might wish to show their good will towards an independent paper, even though its publisher might differ from them personally on political questions, but who would be free to vote according to his convictions without giving any offence. A local paper should be conducted purely on business principles, which cannot be done if a large amount of its space is given up to politicians without remuneration."

The Georgetown (Ont.) Herald's job room turned out lately a handsomely printed poster of the approaching firemen's ball. The poster was on cardboard and printed in colors, with a gilt border round a portrait of the Queen. It is a fine piece of work.

A WHACK AT FOREIGN ADVERTISING.

ADVICE TO THE PUBLISHER IN A SMALL FIELD TO CULTIVATE HIS OWN DISTRICT.

From Newspaperdom.

A RECENT communication from F. M. Johnson, of The Lowell (Mich.) Ledger, calls forth some plain-spoken words from Charles Austin Bates in his Criticisms for November. Mr. Bates talks to country publishers from the standpoint of a country publisher, and he puts very plainly and forcibly Newspaperdom's reiterated advice to country publishers to court the local advertiser and shun the general advertiser.

There are probably half a dozen world-wide advertisers who spend from a half million to a million dollars a year in advertising, and try to reach every one of the 65,000,000 people in the United States, and who make contracts for a period of three or four years in advance, who think that they profit on the advertisements they insert in newspapers of less than one thousand circulation, says Mr. Bates. There is nothing in this for

the proprietor of a country newspaper of less than one thousand circulation to get excited about. The field of the little local newspaper of this class lies right at home. The proprietor of such a paper who gets excited over the assertion that his paper, at living rates for him, is not a good medium for the general advertiser, does not know his own business. I have, in my day, been the proprietor and editor of a paper of less than one thousand circulation, and I know exactly what I am talking about. It is not half so much to the interest of the general advertiser to keep out of these little local newspapers, as it is to the interest of the owners of the papers to keep these general advertisers out.

Nearly every time one of these country editors accepts the contract of a general advertiser he loses money. If F. M. Johnson, of The Lowell (Mich.) Ledger, will for a period of one year keep an honest account of all that it costs him to run the advertisement of a general advertiser, at the end of that year he will find that he is money out of pocket. In keeping this account, he should keep an accurate account of the cost of composition; of the cost of re-insertions; of the expenditure for postage in writing letters to the general advertiser; of the time taken up in carrying on long correspondence about wrong insertions and re-insertions; of the fact that the general advertiser's advertisement gets the best position in his paper, to the exclusion of the local advertiser, who pays him, or should pay him, a fair rate; and of a multitude of similar items of loss and expense. At the end of the year, when he figures up this account, if it be honestly kept, he will find out that he has lost money, and nine times out of ten the general advertiser, if he kept a similar account, would find at the end of the year that he, also, had lost money.

The field of the village newspaper is right at home. Scattered here and there all over this country there are village newspaper men who have grasped this truth, and are making good, big incomes, and prospering without the aid of the general advertiser, while their less shrewd brothers are wasting their time in bunting their heads against a dead wall of indisputable facts.

Every time the village newspaper man writes a letter to a general advertiser he loses two cents in postage and a dollar's worth of time that he might put in profitably booming his circulation or educating his local advertisers.

The same village editor who howls because somebody says that a circulation of less than one thousand is not worth the cost of composition to the general advertiser will kick like an army mule because his best local advertiser wants his advertisement reset for every issue.

I admire—in fact, I sometimes envy—the village editor who has grasped the true solution to this problem, and is building up his local advertising and circulation and becoming more and more prosperous.

The thing for the village editor to do is to get up a rate card for general advertisers that will surely give him a fair profit on his space. Then he should send this rate card to each general advertiser and each agent, to be placed on file. After doing that he should not bother his head another minute about the general advertiser. And if a general advertiser or agent writes to him and makes some proposition at less figures than those on the rate card, he should simply throw the letter in the wastebasket and go out and talk business to local advertisers.

ADVERTISING IN SMALLER PROVINCIAL DAILIES.

Mr. C. A. Abrahami in Business for November.

THE development of advertising in the smaller provincial dailies is marked in various ways. The patronage is growing after many years of hard and persistent work. The merchants in the smaller towns and cities have awakened to the benefits to be derived from using liberal space in the local dailies. The more prosperous have succeeded in making money in spite of the adverse times, and this fact has encouraged others, now that the sunshine of prosperity is everywhere visible, to become even more aggressive than their neighbors in earning trade through the medium of the daily newspaper.



C. A. ABRAHAMI,
Business Manager Sentinel-
Review, Woodstock.

I believe that with the advent of better times business men everywhere will be more lavish in their use of printer's ink. Those who have closely observed the methods of space users in the past—in other words, those who have made a study of advertising, and feel that they "know what they know" will make more money the next five years cultivating and fostering trade through advertising in the daily newspapers

than scores of those who have gone to seek their fortunes in the Klondyke or who neglect their legitimate business—the business about which they doubtless know a great deal—and invest their capital in enterprises about which they know little or nothing.

A merchant, if he is wise to-day, will not weaken his business in this manner. He will push trade along legitimate lines, and if he is not capable of taking charge of the advertising department will employ someone who is. But right here is the stumbling-block—the dangerous pitfall that wise men avoid. A merchant may be familiar with every detail of his business, he may be a shrewd cash buyer, an all around clever business man, yet deficient in the knowledge of scientific newspaper advertising. This class of merchants have not been asleep, however, and of late years have made a study of the question, in many cases adopting the ideas of the large space users in the metropolitan dailies. Thus the departmental stores have been a blessing in disguise to the publishers of the smaller dailies. While many of these newspapers have been loyal to their merchants at home and refused to accept advertisements from the big city chaps, the country storekeeper has been taught a practical lesson in the value of advertising. And many of these have now become liberal space users in their local newspapers. I believe it pays in this way to cultivate the business of the local rather than that of the outside merchant. The first-mentioned has a stronger claim on the local publisher, and where the newspaper and the merchants marshal their forces in this way, there is a healthy growth of business all around. The local newspaper educates its readers to trade at home; thus the merchants in the towns and smaller cities become in time converts to the principle that newspaper advertising is wise business management.

The Sentinel-Review has made some progress along these lines. While it has persistently refused advertising from the big city departmental stores, it has endeavored to furnish a

medium through which the local merchants might retain the home trade. In a great measure this policy has been a benefit to the community as a whole. The leading merchants have become liberal space users, and while they have found big sales from advertising in newspapers they also feel at the same time that they are patronizing a daily paper that has protected them from the onslaught of the merchants in the large centres. Thus The Sentinel-Review is one of the strongest, as it is one of the best, of the smaller provincial dailies. It has character and influence in the community in which it circulates. It carries more advertising than any other daily of its class in Canada.

But I must not encroach on my space with a further reference to the merits of Woodstock's popular daily. In this short sermon on publicity I want to impress on the readers of Business not only the necessity of advertising but of advertising well. Your public announcements must have character. They must appeal to the reader's reason. They should not only be well written but should be truthful. No honest merchant should attempt to gain trade through publishing misleading or inaccurate statements. No merchant ever gained by so doing. The leading advertisers of Woodstock furnish an example of how to advertise well and make money. Their store news is fresh, reliable and readable. What they have done others may do. They don't entrust the preparation of their advertisements to boys or inexperienced clerks and they are never guilty of advertising what they are not prepared to back up at the counter. This is the sort of advertising that pays. The other kind leads to failure, and very often to an official acquaintance with the sheriff.

In conclusion let me quote briefly from an article by Mr. Charles Paddock on "Wasted Efforts."

"There is very little use in advertising unless it be done intelligently. Hard work counts for nothing unless brains direct the labor. In advertising want of thought is often worse than physical laziness. Better not to advertise at all than to do so without care or judgment. The mere act of putting an announcement in a newspaper is not wisdom. It may, on the contrary, be arrant folly. There are a thousand conditions to be considered before publicity be decided upon, and these conditions surround the advertiser right through his campaign. Although misfortune may attend the shrewdest seeker after publicity, failure often indicates want of knowledge and efforts wasted in the wrong direction. Some advertisers are above taking advice from their most experienced friends. Their own knowledge of advertising may be little or nothing, but they assume that they know what they are doing, and results frequently show their mistake. There is little use starting out without a definite purpose and a definite plan of how to accomplish it. Don't make any effort at it unless it is fairly certain to help towards success. There is an old saying that a particularly torrid locality is paved with good intentions, and it might be added with equal truth that 'failures in advertising are caused by persistent but wasted efforts.'"

SPECIAL SIZE IN ENVELOPES.

The extra size of envelope made by the Morgan Envelope Co., (their No. 7 being large enough to enclose the ordinary line), has greatly helped the sale of these goods. Buntin, Gillres & Co., Hamilton, are Canadian agents for these goods.

TO BE A GOOD PRINTER.

PRACTICAL printing, attractive and artistic in conception, is the demand of an exacting public. Little does that same public dream what is required to make a thoroughly good printer, besides natural aptitude and earnest application such as few boys, or even men, are willing to give. It is not a trade where mere skimming will ever insure success; for all of its details require great exactness. Unlike the errors of the physician, which are buried in the earth, the mistakes of the printer come to light, and unless corrected remain as enduring monuments of his ignorance or stupidity. It means to know the proper handling of inks and the combinations of colors; the washing and care of rollers; the appreciation of the intent of the artist; the effect of light and shade; the qualities of different papers for different kinds of work; to so arrange his tools as to do his work with the least possible waste of time and labor, and many other things.

Yet these are only a tithe of what the modern printer must learn to be a good workman, and the list might be extended to an almost indefinite length.

The truth is, the lad who would grow to be a good printer must put his whole soul into it, and make his business the ruling idea of his life. He should count it as a loss when he has

not learned something new and good. He should profit not only by the success of others, but by their failures also. If another makes a mistake, he should take a note of it, and, if possible, avoid falling into the same error. He should study the masterpieces of the best workmen, even as the artist studies the works of those who become famous before him; and if he sees a bit of work which bears the impress of genius he should endeavor to learn the why and the wherefore of every line and dot of beauty in it. It matters not whether it be of the severely plain style, or ornamented with all the beautiful things which the artist may put into his work. He should gather a little library of practical technical books in his home, where he may add to his knowledge of the details of his work; for much can be learned from books, though much more can be gained from persevering practice.—Pluck.

ODD LOTS OF BOOK PAPER.

Buntin, Gillies & Co., Hamilton, are offering 25 special lots of coated book paper, being the accumulations at a well-known manufactory of odd lots, mostly over-runs. These goods will be sold at from 25 to 50 per cent. discount off the original price, and printers will do well to get a list of samples, as every one of the 25 lots is a bargain.

**SENTIMENT VS. BUSINESS.****AN ENGLISH OPINION OF THE FRANCO-RUSSIAN ALLIANCE.**

John Bull. "Is it not strange, my dear Madam, that while he, who only takes 9,000,000 francs of your produce, should be your bosom friend, I, who buy sixty times as much, get nothing but abuse!"—Punch.

[Le Soleil, of Paris, France, says: "Whereas Russia bought 9,769,000 francs worth of produce from France for the first six months of 1897, England bought 590,000,000 francs worth."]

SEMI-WEEKLY SENSE.

MOTIVE FOR THE CHANGE FROM A WEEKLY ISSUE,
AND THE RESULT.



BEFORE the recent meeting of the Connecticut Editorial Association, Elwood S. Ela, publisher of The Manchester Half-Weekly Herald, read the following interesting paper on "The Change from a Weekly to a Semi-Weekly": About four years ago there was an epidemic of semi-weeklies in the state of Connecticut. Within three months at least six papers began the publication of a semi-weekly edition, whereas before that time there was not a semi-weekly in the state.

The first of the weekly papers to make the change to a semi-weekly was, so far as I can learn, The Manchester Herald, and it is the only paper in the class then started which still survives as a semi-weekly. All the others went back to a weekly issue after a trial of a few months. Undoubtedly, in some instances, circumstances soon proved that the move was a mistake; in others, lack of perseverance alone prevented a successful outcome of the experiment.

CHANGES SHOULD IMPROVE.

The publisher of a country newspaper should be conservative. If his paper is doing well, he should be slow to make changes. Readers do not, as a rule, welcome a change in the form, make-up, style or price of their family paper, unless the change is evidently for the improvement of quality or lessening of price. Therefore, any innovation should be carefully considered, and all its probable results anticipated before it is adopted. To be compelled to take a backward step is humiliating to a publisher, and begets in his patrons a lack of confidence. I considered the change of The Herald from once-a-week to twice-a-week for a year before I adopted it. Having reached a conclusion thus deliberately, I have never for one moment regretted it.

REASONS FOR CHANGE.

The first and most important influence which led to the change was the desire to keep my paper in the lead as a purveyor of local news. My location is peculiar. On the one side, only eight miles away, is Hartford, with its four excellent dailies. On the opposite side is Rockville, seven miles distant, with two well-edited weeklies. East Hartford and Glastonbury, contiguous towns, have local papers of their own. My field is, therefore, practically restricted to my own town. This restriction would be fatal to most country papers, which draw largely on neighboring towns. But, fortunately for me, Manchester is the largest town in the state. Its population exceeds 10,000—larger than that of most of the boroughs and several of the cities of the state. Here, then, is a compact field from which news can be quickly gleaned, and to which papers can be quickly distributed.

The only out-of-town competition I had to fear was from the Hartford dailies. These, as the town increased in size and importance, gave more and more attention to Manchester affairs. They hired local representatives and built up a good local circulation. I found that they were getting ahead of me on

important news. The Herald, published on Saturday, was compelled to reprint matter which had been made familiar to many of our readers by the Hartford papers. This, to me, was extremely distasteful. In most instances, I knew the news before the Hartford paper knew it; but I had no way of getting it to my readers.

BETWEEN WEEKLY AND DAILY.

The plan of starting a Manchester daily was carefully considered, with the conclusion that the time had not come for that. Then I turned to the semi-weekly idea. I must confess that, at the start, I was prejudiced against it. I had always been taught that there was no halfway ground between a weekly and a daily, and my own judgment had confirmed my teaching. But the more I thought over the project, the more I realized the peculiarity of my surroundings and circumstances, and gradually reached the conclusion that, in this case, at least, the change would be desirable.

The Saturday Herald was an eight-page paper, with six twenty-inch columns to the page. My press would print four of these pages at an impression. I could mail my paper in two halves of four pages each without increasing the presswork. I was setting fifteen to seventeen columns of type weekly, about half of it local and the rest editorial, Washington letter, scientific and current miscellany and correspondence. By keeping the compositors busy on local news the first half of the week, instead of killing time on foreign matter, I could have six or eight columns of local matter ready to send to my readers Wednesday at no extra cost for composition. The quantity of white paper used would be the same with two editions a week as with one. So far, the factors of expense in the weekly and semi-weekly cancelled each other. But now came the consideration of more complicated equations. It would require more work in the editorial department to prepare two local papers than one, and would cost more money. It would double the expense of mailing. It would interfere more seriously with the job work in the printery, for whereas the first side of the weekly could be put on the press any convenient hour before Friday, the first edition of the semi-weekly must have the press and the men to run it at a fixed day and hour of every week.

SOME ADVANTAGES.

Against these extra expenses and inconveniences were to be weighed all the advantages which would come from giving the news first-hand, and the increased income from advertising. The subscription price of \$1.50 a year, I decided, could not be safely changed.

While I was debating the matter a new factor came into the question, which hastened my decision. This was the establishment of a rival paper, which was issued Friday afternoons at \$1 a year. As The Herald was not published until Saturday morning my contemporary was able to beat me every week. The reduced subscription price also hit the popular taste. While I might have endured the competition of the city dailies, with their high subscription rates, I could not take the chance of seeing my local field pre-empted by a young and ambitious rival. To reduce my subscription price would only partly meet competition. I must also devise some way of giving the news prior publication. I decided that instead of reducing the price I would give my patrons more for their money, and publish the happenings of the first half of the week Wednesday morning.

October 1, 1893, The Saturday Herald was merged into the semi-weekly Herald, published Wednesday and Saturday morn-

Dexter Folder Co.

WRITE FOR CA. QUOTES
AND PRICES.

PAPER FOLDING AND FEEDING MACHINES

Branches—

CHICAGO—315 Dearborn St.
BOSTON—149 Congress St.
Factory—Pearl River, N.Y.

Main Office :: 97 ::
Reade Street, **New York**

ings, at \$1.50 a year, 3c. a single copy. In announcing the change, I said The Herald would in future follow the lines of a daily, rather than those of a weekly. In the furtherance of this intention I subscribed for the American Press Association's daily telegraphic plate Tuesday and Friday evenings. A few weeks later a change in the railroad time table prevented my getting the plate in time for the next morning's issue, and I was obliged to abandon this feature. This and a reduction of price to 2c. a copy were the only changes I have felt it wise to make in my original plans. The amount of local news was increased from eight to fourteen columns a week.

HOW IT WAS RECEIVED.

The change was received by the mass of my readers with suspicion. I had expected this, and was prepared to lose a few subscribers, but I was satisfied that the result would be a gain in the long run. A few said they did not like the change, and half a dozen stopped the paper. But others approved the change at once, and in a few weeks nearly everybody was pleased with it. Had I not been confident of my ground, however, I might have been discouraged by the events of the next twelve months. In that period The Herald's circulation dropped over one hundred. But there were reasons for that. The hard times had come. Mills were closing or running on short time. Hardly a mill in town was running on Saturdays, and the newsboys who had sold the Saturday paper at the mill doors could not find their scattered customers. I did not allow this reverse to shake my faith in the wisdom of the change, and the lapse of time has justified my confidence. To-day The Herald's circulation is larger than at any time in four years, and, with the continued revival of business, is rapidly increasing. Newsboys alone sell from 800 to 1,000 copies a week.

By good luck the very first issue of the semi-weekly secured a murder ahead of all competitors. Similar "scoops" have been scored repeatedly since then. When, on several occasions, something important has happened after the paper had been printed, we have issued an extra, that we might give the news first-hand. This we have circulated through newsboys only. They have sold from 500 to 1,500 copies of a single extra edition. While the income from sales in these instances has been scarcely sufficient to pay for the extra expense, the satisfaction of beating all our rivals has been a sufficient reward, to say nothing of the material addition to the average circulation of the paper.

ADVERTISING RATES.

Of course, I had not room in the four-page semi-weekly for all the advertisements I had been running in the 8-page weekly. I issued a new rate card, quoting practically the same prices for insertion once a week in the semi-weekly as had been previously charged for insertion in the weekly. I allowed the once-a-week advertisers to use either edition at the same price. For insertion twice a week I added 50 per cent to the weekly rate.

At first but few advertisers went into both papers. In general, the advertisers who had been running on the four local

pages of the weekly continued in the same positions in the Saturday issue of the semi-weekly. The advertisers who had been on the inside or miscellany pages of the weekly were pleased to get better positions on the local pages of the Wednesday paper. Gradually the old contracts expired and new ones were made for both papers, until now nearly all the important local advertisers are in both papers at the advanced rate.

The increase in transient advertising was noticeable from the start. The mid-week Herald caught a good many show and legal advertisements, wants, for sales, resolutions, cards of thanks, etc. The income from this class of advertising has been almost doubled by the change to a semi-weekly. About half the foreign advertisements go in both papers. The others are run in either the Wednesday or Saturday paper, at the publisher's option. The increase in advertising made it necessary, two years ago, to enlarge the semi-weekly to seven 22-inch columns to the page. The added income more than compensates for the added expense of the enlargement.

RESULTS OF THE CHANGE.

In general, the change from a weekly to a semi-weekly has been satisfactory to the publisher. Possibly as much money might have been made had the paper been continued as a weekly. But the paper's position in the community would not have been nearly as strong. Readers have learned to look to The Herald for the first and most complete news of important local events. The very frequency of issue alone brings the paper to the notice of the public twice as often as formerly and makes it talked about twice as much. So, when an advertisement is wanted, The Herald is the paper first thought of, and, as an advertisement is often accompanied by one or more jobs of printing, both sides of the plant profit thereby.

A few words of warning, in closing, may be of value to some who may contemplate making the change. Don't try to publish a semi-weekly at a dollar a year. Finally, having once made the change after full consideration, and adopted the semi-weekly, stick to it.

ASSIGNEE'S SALE.

FOR SALE BY PRIVATE TENDER AS A GOING CONCERN.—
That excellent and finely equipped Printing and Publishing business hitherto operated by The Arbuthnot Bros. Co., Limited, of Toronto consisting of:

Linotype and Miehle Pony Press, almost new, valued at \$5,375 and subject to liens of \$3,600.

General Machinery, Type and Material, valued at \$5,957.50.
Furniture, \$220.50, and Stock-in-trade about \$800.

This business has an established and profitable connection, and an untarnished name for the highest workmanship.

Tenders will be received by the undersigned up till Monday, 20th inst. The highest or any not necessarily accepted.

Fullest particulars on application to

JOHN MACKAY, Trustee,
Bank Commerce Building,

Toronto.

ESTIMATING FOR PRINTERS.

J. J. Rafter in *The Inland Printer*.

THE making of estimates upon scraps of paper and dropping them into drawers, or giving an approximate price on a job of printing, or hoping that your memory will serve you after the work is done, is never satisfactory. The scraps are lost, the "about" price is never satisfactory and what you thought you could remember has gone from you. Well, there's only one way out of it—ask the customer what price you made him, and you certainly feel as if you are not worthy of the title of printer. What a deplorable condition of things in a printing office! It is supposed that more than ordinary intelligence exists in printing offices. Printers are supposed to know every business; what the customer wants to say on his stationery or advertising matter, how it should be done and how it should be gotten to those whom he wants as customers; and still printers in the management of their own business are slack. Now, brace up—don't do it that way! Have set up at once an estimate blank. If you are too busy send it to your neighbor printer—it will pay you. Print it on an ordinary ¼ bill-head; have a place where you will make your estimates, buy a cheap file to keep them in, have examples of stock where quotations are handy, look them over often, make yourself familiar with new stocks and their price, ask the jobbers to send you samples, keep them on file so you can find them when you want to scan them.

Estimate No. 1.—This customer wants 10 M. labels, such as used on bluing bottle, and wants them at once—there's no time to electrotpe. "Union Bluing" in two lines, in 24-point square gothic (or something strong), balance one stick of brevier and three lines of address; 6-point border. Set up four and print four on—blue ink. If you have not the type for display lines and get beat by "the other fellow," he is not doing the work too cheap; his facilities enable him to set four and print that number. Label, 3 by 4½ inches:

	10,000
Co position and lock-up.....	\$2 00
Paper, 24 by 38—40-pound M.F. white.....	75
Presswork.....	3 00
Cut-up and delivery.....	25
	\$6 00

Now, if you have to run it two on, you should add to your presswork \$2 and 75 cents less on composition; total, \$7.25. It may pay you to electrotpe this form after the job has been delivered; if he is a regular customer do so, and advise him that the next order will be \$5, and in the other case \$6.25. In this way you gain the confidence of your customer and make as much money.

COUNTRY PUBLISHERS.

Editor PRINTER AND PUBLISHER:

SIR,—At the last meeting of the Canadian Press Association a special committee was appointed to draft a report for presentation at the next annual convention, recommending the most desirable action to be taken in the interest of the publishers of country newspapers. In order that the committee may have some conception of the mind of the publishers concerned, it is requested that recommendations or suggestions be sent to the undersigned at once for consideration by the committee at a meeting to be held previous to the annual meeting in February next. Say (1) whether a branch of the C.P.A. for country publishers or a distinct organization is preferred; (2) how either

organization can be made most helpful and profitable to the publishers of weekly newspapers, and (3) what subjects are suitable for discussion at the first meeting. The committee will gladly receive voluntary contributions to the programme along the lines suggested from publishers who will attend and introduce a subject.

M. A. JAMES,

Secretary Canadian Publishers' Committee.

Bowmanville, December 9, 1897.

NEW COVER PAPER.

The "Royal Cheviot" cover paper, offered by Buntin, Gillies & Co., Hamilton, is something entirely new, and will make most effective covers. It is a very bulky paper, of soft finish, easily printed, and comes in eight colors, size 20 x 25. This cover paper will no doubt become a staple article with printers who are doing artistic work. Handsome sample books will be sent on application.

WANTED.

WANTED, A SECOND-HAND WASHINGTON HAND PRESS; TO PRINT sheet not less than 36 in. by 24 in. (measuring type body); must be in good condition and do good work. Address, stating price, The Journal Printing Co., Ottawa. (12)

FOR SALE.

The only Liberal-Conservative newspaper in the county in which it is published is offered for sale. City of 12,000; good circulation; large jobbing business. An excellent opportunity to issue a daily edition in connection with present weekly.

Price, \$4,000 on easy terms.

Address S. R., care PRINTER AND PUBLISHER, Toronto. (12)

Topic Cards

C. E. and Y. P. S. C. E.

Handsomely printed in gold and colors, plain and embossed. Prices extremely low.

Concert Programs

Suitable for concerts, advertising folders, announcements, etc.

Ball Program Pencils, Tassels

Etc.

Prompt shipment and careful attention to letter orders.

• • •

CANADA PAPER CO.

LIMITED

Toronto and Montreal.

THE POSTAGE QUESTION.

THE Ottawa correspondent of The Toronto Telegram, said, Dec. 13, that it is reported on the very best of authority that Parliament will be asked to endorse proposals from the Post Office Department reducing letter postage to 2c. throughout the whole Dominion of Canada. The reduction will be conditional on Parliament's consent to the abolition of the privilege of free transmission for newspapers. It is impossible to verify the report as yet, but it is practically certain that the Postmaster-General will propose the abolition of free postage for newspapers and the reduction of the latter rate to 2c. at the approaching session of the Dominion Parliament.

Mr. Mulock has announced new regulations regarding post-cards, under which he removes the restriction which at present prevents the user of a postcard from utilizing the front of a postcard by having anything written or printed on it except the address of the person for whom it is intended. Mr. Mulock's intention is to permit pictures, views, designs, or other advertising matter to be printed on the face of the cards, so long as sufficient space is left to allow of the address being written or printed, so that it can be easily read in the office wherein it is posted. The face of the card may be converted into a work of art without impairing its usefulness, and advertisers will no doubt avail themselves of the privilege. The cards will be issued in sheets, if so desired, for convenience in printing. Mr. Mulock thinks that this concession will prove a considerable

stimulant to business, and will not only advertise the advertiser, but the country as well, and also add considerably to the postal revenue. It will also furnish work for printers and lithographers.

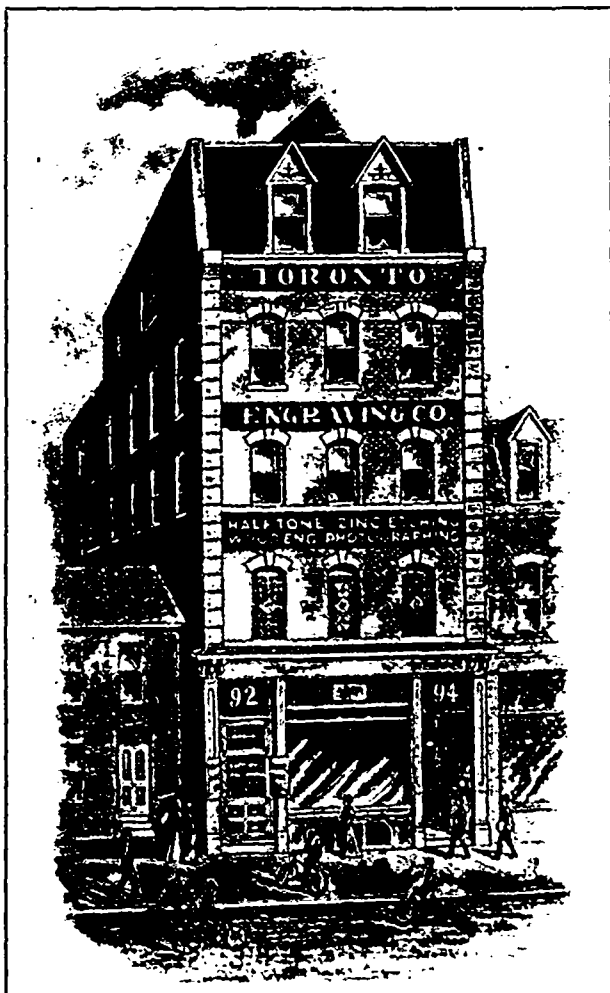
All this may be true, but where does the advertising department of the newspaper benefit from it?

Mr. J. A. Cooper, of The Canadian Magazine, wrote lately to the Postmaster-General—after the announcement that the rate on letters to all portions of the British Empire would after January 1st be reduced to 3c.—asking if the reduction could not also be made to apply to newspapers and periodicals. Hon. Mr. Mulock replied:

"I am at all times pleased to receive suggestions, even though I may not see my way at the moment to act upon them.

"With regard to your proposal that the rate on newspapers to England be reduced from 1c. for two ounces to 1c. for four ounces there is much to commend it, but in view of the recent reduction in the rate of letters to Great Britain, which may entail some loss of revenue, I must put off any further action in this direction for a brief period. After the rate to England has been enforced for six months we will have an opportunity of seeing how the revenue has been affected."

Publishers say the ready prints issued by the Toronto Type Foundry at their Toronto and Winnipeg branches excel any others in Canada; get their samples and prices.



What about the Cuts for your Special Edition ?

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

THE ...

TORONTO ENGRAVING CO.

IN THEIR NEW BUILDING

At 92 Bay Street

"THE ART ENGRAVING CO. OF CANADA."

NEWS OF THE MONTH IN BRIEF.

MR. STUART, manager of the Montreal branch of the Toronto Type Foundry Co., reports business as being extremely brisk. Orders are numerous and many of them are large.

Rossland, B.C., has another new paper. It is called The Times.

J. W. Hey has sold The Ailsa Craig Banner to Mr. Geo. H. Newton, of Port Stanley.

The Moncton Times has donned a new dress, and a good paper becomes still better.

Theodore Pickering, of The Blenheim News, was married lately to Miss Maud Bell, of Blenheim.

George Wrigley, formerly of The Farmers' Sun, has been appointed editor of The Hamilton Templar.

The Montreal Herald has moved its business office up to St. James street, in the St. Lawrence Hall block.

Curry Bros., of Toronto, have put in a two-revolution pony Campbell press from Toronto Type Foundry Co.

John Taylor & Son, Toronto, have put in a high-class drum cylinder Cottrell from Toronto Type Foundry Co.

Sheppard Bros., of Toronto, have installed a fast high-class drum cylinder Cottrell from Toronto Type Foundry.

W. J. Findley, of Public Opinion, Bridgen, has sold out to Malcolm Ferguson, who will continue the publication.

The Rat Portage News is out as a daily evening paper, with E. A. Chapman editor and A. P. Mulvey news editor.

The Carberry, Manitoba, News will arise from the ashes soon, Editor Riddington says, with a new and complete plant.

The Uxbridge Times office was destroyed by fire Nov. 18. Loss on that and adjoining premises burned amounted to \$8,000.

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

Mr. Mundy, of The Oshawa Reformer, has increased his facilities by putting in a jobbing cylinder from Toronto Type Foundry Co.

The Westminster, Toronto, has purchased The Presbyter, lately the property of Arbuthnot Bros., and consolidated it with The Westminster.

The pioneer of the colored printing ink trade has passed away in the person of Charles Eneu Johnson, who died recently at Philadelphia.

Henry Guimond, formerly of The Lawyer and Credit Man, Boston, has been appointed advertising manager of The London, Ont., Daily News.

A. C. Wood, publisher of The Leamington News, was recently wedded to Miss Agnes Mary, daughter of the late David Matthews, of Stratford.

M. McBeath, publisher of The Sun, Milverton, has just settled down in his large, handsome office fitted specially for him in the new block erected last summer.

The Quebec Press Gallery have elected the following officers: President, J. McHugh, Herald; vice-presidents, Marc Sauvalle, La Presse, and Charles Deguise, Le Soleil;

secretary-treasurer, A. Grenier, L'Avant Garde; committee—E. T. D. Chambers, Chronicle; W. R. Stewart, Star, and Jean Dumont, Le Courier du Canada.

R. J. Belford, formerly editor of Belford's Monthly, Toronto, and the publisher of Picturesque Canada, is now raising olives and walnuts at Capistrano, California.

The action brought by William Morgan against The Hamilton Herald Printing Co. for \$3,000 damages for alleged libel has been dismissed for want of prosecution.

The Guelph Advocate has been enlarged, and now has seven instead of six columns to each of its four pages daily. This is rendered necessary by pressure of advertising.

President Hall, of the Minnesota Editorial Association, who was in Ottawa the other day, proposes to advocate an excursion to Canada next year by the members of that body.

Edward Coombe, who has been connected with the Toronto press for many years, has taken the position of advance representative of Wallick's company now playing "A Guilty Mother."

B. A. Macnab has been appointed assistant managing editor of The Montreal Star. His place as telegraphic news editor has been taken by F. G. H. Williams, formerly of The Herald staff.

The Modern Office Systems Co., of Toronto, have put in a fast Cottrell drum cylinder presses, so as to enable them to keep pace with their orders. The Toronto Type Foundry Co. supplied it.

The Central Press Agency, of Toronto, has purchased a new dress of minion, A.P.A. series, Roman, to set the type for their news plate service, and also have installed a Thorne typesetting machine.

Mr. R. Wilson-Smith's Insurance and Finance Chronicle, a Montreal publication, announces that henceforth it will be published weekly, instead of twice a month. The Chronicle was established in January, 1880.

Mr. C. J. Robertson, of Montreal, has just had power put into his store, and has his Scott press running. He has it arranged so that the other machines on exhibition can also be run when desired. He intends putting in a lathe and drill for the repairing department.

The opening of the new building of the Canadian Lyceum and Athletic Association at St. Catharines recently caused The Journal to issue a special four-page supplement descriptive of the event. Photos and sketches of the building and those mainly instrumental in its construction combined to make it a creditable number.

Montreal printers have inaugurated a series of winter smoking concerts. The first was held on Dec. 4 and was a great success. There were 20 odd numbers in the programme and every one was given by a printer or journalist who had worked at the case. The success of this concert has encouraged the printers to go on with their concerts during the winter.

The Washington Post tells a story of one of many private secretaries in Washington, who is still new to his honors. One day a newspaper woman, full of business, burst into the office of this secretary's chief. The great man was out. "Can you tell me when he will be in?" she asked. "Really," drawled the clerk, "I haven't an idea." "Well," said the newspaper woman, as she turned to go, "I must say you look it."

AN OLD CANADIAN PAPER.

Wm. Riviere, of Farran's Point, formerly of the east of Cornwall, has quite a curio in the shape of a copy of *The Canadian Courant*, printed in Montreal on Saturday, June 16, 1832. Among other advertisements appears one, ornamented by a four-in-hand coach, announcing a new stage line from Montreal to Ogdensburg, through in two days by daylight, sleeping at Fort Covington. These stages ran six days a week. A great deal of space is devoted to cholera, which was then raging, and Montreal alone reported 1,500 cases and 250 deaths. Another interesting item of news was a copy of the bill for incorporating the city of Montreal. By the bill it was provided that the common councilmen would elect from among themselves a mayor whose salary shall not exceed £100. A councilman refusing to act after election shall be fined the sum of £25.

LOW-PRICED CARDBOARD.

Buntin, Gillies & Co., Hamilton, are advertising a large lot of heavy cardboard, the 10-ply at \$3, and the 12 ply at \$3.50 per 100 sheets. These boards are not perfect, but for cheap work are quite good enough.

WHERE TO BUY MACHINERY.

The Toronto Type Foundry Co. are getting to be known all over the United States as well as in Canada as the largest dealers in rebuilt printing machinery, wholesale and retail, in North America. The first twenty days in November their sales of rebuilt cylinders averaged over one a day, and among the buyers were large dealers in Chicago, Buffalo and Boston, who pur-

chased thirteen cylinders. The Toronto Type Foundry Co. keep a stock of presses in Buffalo, N.Y., as well as in Toronto, and their other branches, so as to be able to supply both the American and Canadian markets. A tip to the likely buyer of where to go for machinery is unnecessary.

TO PHOTOGRAPH BRIGHT OBJECTS.

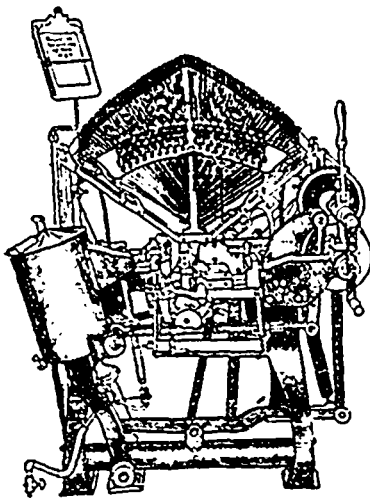
Engravers sometimes find difficulty in making good cuts of bright objects, such as coins. An excellent way to get a good photograph is as follows: The lens is made to look through a hole in a sheet of white cardboard, this cardboard being set at a lateral angle of forty-five degrees to the lens. The sun is allowed to shine on this card, taking care that the lens itself does not receive the direct sunlight. The light reflected from the card illuminates the medal, which may be screened from all other light.

WHY BARNUM SUCCEEDED.

P. T. Barnum once said: "If you have \$10 to put in good use, put \$1 for the article and \$9 for the advertising. I can out talk any man but a printer. The man who can stick type and the next morning talk to a thousand people while I am talking to one is the man that I am afraid of, and I want to be his friend."

THE NEW MAILER.

The Horton mailer is meeting with great success. Send your orders to Toronto Type Foundry Co., agents for Canada.



ROGERS TYPOGRAPH

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

It may pay you to do so.

A Successful Printer

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

Will Use the Typograph.

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



CANADIAN TYPOGRAPH CO., Limited

WINDSOR, ONT.

GOVERNMENT PAP IN QUEBEC.

THAT old question, the awarding of Government advertising to party papers not always the best mediums, was up in the Quebec Legislature the other day when, in answer to Hon. Mr. Pelletier, Hon. Mr. Robidoux said that the sheriff of Montreal had instructions to publish judicial advertising in The Signal and The Herald, and the sheriff of Quebec in The Soleil and The Daily Telegraph.

Hon. Mr. Pelletier moved for the production of all the documents concerning this question. He said that The Signal was a weekly sheet and that one number which he had seen contained almost nothing besides the sheriff's advertisements. He did not think such a sheet reached the public. It was also to his knowledge that, notwithstanding what Mr. Robidoux had said, several other Liberal papers were publishing the sheriff's notices.

Hon. Mr. Robidoux defended The Signal, and assured the House that the Government would not pay for advertising in any other paper but those mentioned.

Mr. Tellier condemned the practice of ordering the sheriff to advertise in such or such a paper. The parties in a suit, those who were responsible for the costs, should have the right to select the paper.

KATE GREENAWAY'S MIGNONNETTES.

The daintiest and cutest ornaments for printers that have yet been produced are called Kate Greenaway's Mignonettes. Their lively appreciation of children's moods and the charming fancy of their design must delight both printer and layman. They are originated by the American Type Founders' Co. and may be procured through Toronto Type Foundry.

THE STRATFORD BEACON WINS.

At the Assizes in Berlin, Harbach vs. O'Bierne and Drum vs. O'Bierne were tried together. The plaintiffs, Drum and Harbach, brought suit for damages against Mr. O'Bierne, of The Stratford Beacon, for libel. The libel consisted in an article which appeared in The Beacon last fall, and was a report of a case in which Drum and Harbach testified against the character of the plaintiff, a young woman named Crose, of New Hamburg, who was accusing Broderecht of assault. A great deal of contradictory evidence was adduced upon that occasion, and the newspaper article made use of the expression that "there is still a number of phenomenal liars in this young Canada of ours." No names were mentioned, but the plaintiffs, who hail from Neustadt, felt that they were the ones referred to. Mr. John Idington, Q.C., Stratford, appeared for the plaintiffs, and Mr. J. P. Mabee, Stratford, for the defendant O'Bierne. Verdict for defendant.

Commenting upon the result, The Beacon's local contemporary, The Herald, says: "We congratulate our local contemporary on being successful in its libel suit. There may have been a tinge of indiscretion in the comment upon which the plaintiffs based their case, but not sufficient to justify protracted legal proceedings. The failure of the plaintiffs should exert a tendency to discourage vexatious libel suits. While there must always be opportunity of recourse to a really aggrieved party, when the libeller is obdurate or betrays malice, everyone must

rejoice to observe confusion attend cases which are prompted only by desire for mere revenge, or to annoy, or by ignoble designs on the publisher's pocket. Our sympathies are with any local competitor, as well as with any journal not a competitor, in trials of this sort; for in such matters newspaper men should be of one mind. The sympathies of the public should also be with the press in such cases, for the people can take no pleasure or profit in seeing so useful and beneficent a profession hampered and annoyed unworthily." This shows a nice neighborly spirit.

THE NEWSPAPER AND ITS FRIENDS.

Mildred reads the "Marriages"—
Her interest in them never fails—
Father reads the "Politics,"
And mother reads the "Bargain Sales,"
Arthur reads the "Sporting News"—
His special hobby is baseball—
Save the man who reads the proofs,
No one living reads it all.

Bridget reads the "small ad. page,"
Looking for a better place;
Agnes reads the murders, and the
Tales of men in deep disgrace.
Ethel reads the list of guests
At the big Van Astor ball—
Save the man who reads the proofs,
No one living reads it all.

Forty pages every week,
Eight long columns to the page,
To read everything would add
A full twelvemonth to your age.
So each reads his special part,
Then he lets the paper fall.
Pity for him who reads the proofs,
For he has to read it all.

GET A COPY.

The new specimen book of the Toronto Type Foundry Co. has been completed and will be distributed this month to all Canadian printers. The book is the most complete ever got up and shows all the best type faces of the American Type Founders' Co. Any printer who does not receive a copy by the first of January is requested to send in for one to Toronto Type Foundry Co., Toronto.

WORTH TRYING.

George E. Day, job printer, St. John, N.B., speaking of the rollers used in his establishment, says he "never saw their equal for distribution and laying on the ink." He uses the "Gatling" process rollers, made of Re-Melto composition by Toronto Type Foundry.

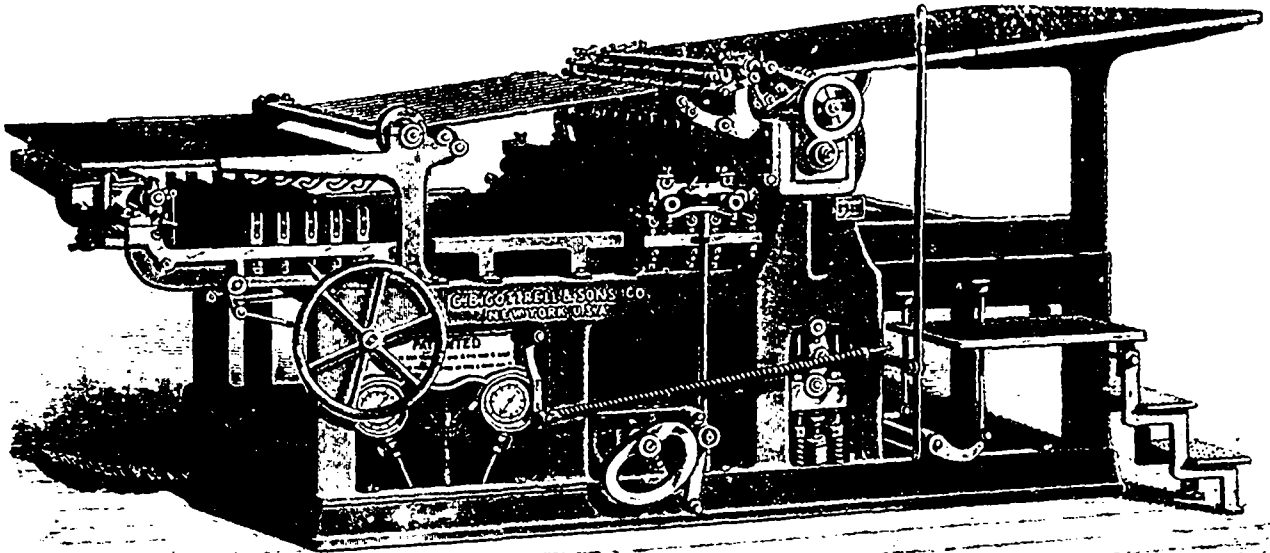
The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, 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.

C. B. Cottrell & Sons Co.

Four Roller
Two Revolution

PRESS

With Front
Fly Delivery



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

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

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

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

Times Bldg., 41 Park Row,
NEW YORK.

C. B. Cottrell & Sons Co.

Sole Agents for Canada



TORONTO TYPE FOUNDRY CO. Limited

Toronto,
Montreal and
Vancouver, B.C.

THE ONTARIO LIBEL LAW.

THE Stratford Beacon, having won its recent lawsuit, makes some reasonable remarks on the libel law, which are here reproduced :

"As the law now stands any newspaper, no matter how careful, is liable to be subjected to severe hardships and loss at the hands of any person, no matter how irresponsible, who may fancy himself aggrieved. The law provides that when an alleged libel may be interpreted as implying a criminal charge the newspaper publisher must defend himself without being able to secure any provision for costs. The intention of the law was undoubtedly good. It is conceivable that a poor man might be assailed as to his character, and not having the means of guaranteeing costs, would be helpless to secure redress. The law, therefore, provides that if he is unjustly attacked he may defend himself and vindicate his reputation at the expense of his assailant. This is all fair and just. But in the working out of the law results are often reached that are far from being in harmony with justice. Experience has shown that a plaintiff may interpret by some process of construing words peculiar to himself, a harmless phrase into a criminal attack on himself, and the law enables him to put the publisher to the expense of defending a suit. In the case of The Beacon, two plaintiffs interpret as applying to themselves some words which it took a jury only a few minutes to decide did not apply to them all, and the publisher was compelled to bear the cost of defending two actions. In the case of one of the plaintiffs, it was shown from his own examination that he was incapable of understanding a simple sentence in plain English. The statement that he was brought to destroy the character of a woman at the expense of his own he interpreted as meaning that he paid his own expenses for the purpose of giving evidence, and for aught we know, and unless the jury's verdict has disabused his mind, he clings to that interpretation still. Surely some amendment can be effected in the law by which the simple rights of the publisher will be guarded without any curtailment of those of others. Where the reading clearly indicates a criminal attack, by all means allow the injured one the privilege of freely seeking redress; but where a strained or fanciful interpretation is necessary to suggest criminality the publisher should be guaranteed against loss in maintaining the reputation of his journal.

"This is a matter which directly affects every newspaper publisher. Canadian newspapers have long labored under the disadvantages of unfair and unfavorable libel laws. Amendments have been secured from time to time, but the law is still imperfect. Newspapers are not entitled to any special privileges, but until the libel law is amended as indicated newspapers can never fulfil their entire duties to the public. The right of reporting public acts and utterances and of commenting on them fairly and fearlessly is not only acknowledged but demanded; but how can a newspaper be expected to discharge this duty if it is liable to be put to serious trouble and expense, without the possibility of redress, at the whim of anyone who may consider himself, however unreasonably, an injured one? As the law now operates newspapers are sadly hampered. Ordinary reporting, no matter how honestly done, cannot be carried on without risk. Any sentence may be tortured into a meaning absolutely foreign to it, and the publisher be put to the expense of having its meaning established by the courts."

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Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, DECEMBER, 1897.

THE EXPORT QUESTION.

THE speech from the Throne, delivered at the opening of the Ontario Legislature, indicated that the Provincial Government intend doing something in the direction of preventing the continued spoliation of our forest wealth for the benefit of United States manufacturers and United States workmen. In the debate upon the address in reply the Patrons united with the Government in voting down the amendment moved by Mr. Miscampbell, by which the Opposition nailed their colors to the mast in favor of the prohibition of the exportation of logs. The contention made by Hon. Mr. Hardy was that the Government, being the custodian of the honor of the Crown, is bound to carry out the contracts made in good faith, and that such a regulation as suggested by the Opposition would amount practically to confiscation of the rights of individuals. This raises the unpleasant spectre of a perpetual exportation of logs from those limits in respect to which the original conditions of sale did not contain a clause requiring the manufacture of logs in Canada, and unfortunately this class forms by far the largest portion of the limits now under license. The Attorney General's strong point was that this agitation was the result of hostile tariff legislation by the United States, and that his Government could not be held responsible for it in any way. That is probably the case with regard to the present demand for legislation, but it only requires a glance at the record of the past twenty years to show that the question of the disposition of our timber has been a constant bone of contention between the two countries. The United States may not want our pine, but for twenty years they have been legislating to get it under the most favorable terms to themselves, and in such shape as will afford the greatest possible amount of work to their citizens. But it is not alone the hostile tariff of the United States that is responsible for the present agitation. The constantly recurring periods of depression which stagnate business in the United States and which have exercised so powerful an influence upon business in Canada have caused the thoughtful business men of Canada to look further abroad for markets, and the stimulus which this movement has received by the sudden awakening of Canadians to the full sense of their national manhood has deepened and strengthened the determination to conserve our natural resources in order that they may inure to the advantages of our own people. The ambition of Canada is now directed towards a broader sphere of national

greatness than the exercise of agriculture. Its aims now embrace the practice of all those industrial pursuits for the profitable conduct of which Providence has blessed her with the raw material in profusion. Therefore there is lying at the bottom of this agitation and inspiring it the sense of an enlarged citizenship and nationhood although, perhaps, it has been brought to the surface more quickly by the hostility of our neighbors. And it is this enlarged spirit which the Government, not only of the province, but of the Dominion, must recognize in formulating their policies in the future. The days of colonial dependence are gone, and Canadians will be satisfied with no policy or government which has not for its basic foundations recognition of the cardinal principle that Canada has attained the full dignity of nationhood and has taken her position as the leader, the eldest daughter of that family of nations which forms the the greatest factor in the civilization of the world and the advancement and enlightenment of the human race.

Although there may be some difficulty in overcoming the provisions of contracts entered into with relation to the pine limits, it is not so clear that the same obstacle exists with relation to the export of pulp wood, as at the sales of limits for some years past the provision has been made that only pine is included. There is greater reason for demanding the manufacture of pulp wood in this country than that of pine logs if the purely economic reasons are considered, inasmuch as the expenditure in converting pulp wood into pulp is considerably in excess of that expended in the conversion of saw logs into lumber. Therefore, the Government will in all probability find itself at liberty to make effective regulations in reference to pulp wood even if it cannot go so far with respect to pine logs. The pulp and paper men are awaiting with the deepest interest the regulations promised in the speech from the Throne. What the nature of these regulations will be, is, of course, at present a Cabinet secret, except in so far as may be gathered from the debate on the address.

Application will be made at this session of the Quebec Legislature on behalf of David Russell, of Montreal; John Joyce, of Boston, Mass.; William Strahan and others, to incorporate the Shawenegan Water and Power Co. with power to acquire, sell and develop water powers on the St. Maurice and Shawenegan rivers in Quebec province; to purchase and appropriate lands and tenements necessary to such works; develop electricity, transmit, sell or lease the same, and to manufacture calcium carbide, acetylene gas, electric light and other products.

NOTES OF THE TRADE.

THE directors of Brunner, Mond & Co., Limited, have resolved to declare a dividend for the half-year ended Sept. 30 of 20 per cent. free from income tax on the ordinary shares, and 7 per cent. subject to income tax on the preference shares.

New York continues to ship \$20,000 worth of paper to England weekly.

Grenville, Que., offers exemption from taxation for 20 years for the establishment of a pulp mill. The location is said to be a good one.

The Northern and Baltic Bank, Limited, has been formed at London, Eng., to give special attention to the timber and general Baltic trade.

The Lotbiniere and Megantic Railway Co. is building a wharf 160 feet long at Cape a la Roche to facilitate the shipping of pulp wood, etc., from there.

We learn from *The Morning Post* that large orders for manilla paper have been placed with New York manufacturers by a British firm.—Wood Pulp.

The imports of Canadian wood pulp into England in October were as follows: London, 3,797 bundles; Liverpool, 2,750 bundles; Manchester, 9,815 bundles.

A petition has been presented to the Quebec Legislature by the Laurentide Pulp Co., asking that Grande Mere, the place where the company's works are, be erected into a village municipality.

An English syndicate has had representatives in the state of Maine inspecting pulp mills at Lincoln, Montague and Howland on the Penobscot, with a view to purchasing in order to obtain a regular supply of pulp for their mills in England.

The contract for erecting the new vegetable parchment paper works on the banks of the Swinchet has been let to Mr. A. B. Lloyd, of Flint, Wales. A start has been made, and it is expected the works will be in operation within three months.

We understand that a new Scottish-Canadian company has been formed for the manufacture of sulphite pulp. The name of the company is the St. John Sulphite Co., and as far as we have yet learned, the board seems to be a strong one.—Wood Pulp.

The British trade returns show that during September the imports of Canadian wood pulp were as follows: Port of London, 19,498 bundles; Liverpool, 3,099 bundles; Manchester, 14,404 bundles, all in one shipment ex Cynthiana from Montreal.

The Trades Union Congress, at Birmingham, has unanimously instructed the Parliamentary Committee to take steps towards securing an amendment to the Factory Act, prohibiting any working in paper or textile mills from Saturday at noon until 6 a.m. on Monday, except to do repairs.

A new law which has just come into operation in Germany makes it a penal offence to compare prices in public advertisements with those of a competitor; to use the firm name or device of a competitor in a misleading manner; to induce an employe of a competitor to disclose any information which may have been confided to him; to retail certain goods contrary to agreement with the manufacturer, etc. Penalties range from six months' imprisonment to a fine of 3,000 marks. Editors and publishers,

as well as printers of newspapers, periodicals and circulars, become liable, as well as authors of offences against the new law.

The Board of Management of the St. John, (N.B.) City Council is now considering the proposal to provide a water supply for the proposed new pulp mill of Andre Cushing & Co. In a letter to *The St. John Telegraph* the other day the firm stated that it would furnish between six and seven thousand tons of freight per annum for export.

The Niagara Falls correspondent of *The New York Paper Mill* writes: "The local paper and pulp mill interests are very much gratified that there is little probability of Canada imposing an export duty on logs or pulp wood. A large amount of the wood consumed by the mills here comes from Canada, and the mills could hardly pay more for it than they do now."

The new chimney stack for Messrs. Pirie, Wyatt & Co.'s paper mills at Wooley has been completed. It is 170 feet high, contains 300,000 bricks, and weighs 1,600 tons. The foundation is 10 feet deep and 40 feet in diameter. The parallel bore of the chimney (inside) is 8 feet. The bricks were specially made to permit of the stack being constructed on the spiral system.

A syndicate composed, it is said, of two Chicago men, and F. H. Clergue, president of the Sault Ste. Marie (Ont.) Pulp and Paper Co., has purchased a nickel property in Algoma for \$90,000. The intention of the new owners is to convey the ore to Sault Ste. Marie to be treated and to produce sulphuric acid from the sulphur extracted from the ore, for use in the manufacture of pulp and paper.

Probably the largest penstock ever used in connection with the development of water powers in Canada is being built at the works of the Maurentide Pulp Co., Grande Mere, Que., on the St. Maurice River. The main penstock is 14 feet in diameter, made from 7-16-inch steel plate, 560 feet long, and with its branches has used in the neighborhood of 300 tons of plate. The Jenckes Machine Co., Sherbrooke, Que., has the contract.

The Straw Board Manufacturers' Association, which is the name by which the new combination in straw boards is known, has not experienced altogether smooth sailing. The first order issued for a shut-down in order to tone up the market was disobeyed by two of the large mills, and it was with some difficulty that the rebellious manufacturers were brought to reason. An agent has been sent to England with 250 tons as a sample shipment to open up trade.

The market value of the shares in Pegamoid, Limited, has depreciated about 50 per cent. lately. The annual meeting was held in London recently, and some of the shareholders appeared to be in an unhappy state of mind. They certainly were not satisfied with the progress made, and asked many questions, which were more or less satisfactorily answered. Up to the present the company has not entered into any manufacturing operations, simply granting licenses to various firms for the rights to use the patents.

The Hartlepool Pulp and Paper Co., Limited, have declared a dividend for the half-year at the rate of 10 per cent. per annum. The C. Davidson & Sons, Limited, paid 7½ per cent. free of income tax, besides writing off \$10,000 for depreciation of plant and carrying \$11,000 to profit and loss. The Kellner-Partington Paper and Pulp Co., Limited, has paid 12½ per cent, and the Burnley Paper Works 10 per cent., both free

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of income tax. The Anglo-Sicilian Sulphur Co., Limited, paid $8\frac{1}{8}$ per cent. All of which tends to show that the British firms have not lost money last year.

President Clergue, of the Sault Ste. Marie Pulp and Paper Co., of Sault Ste. Marie, Ont., has issued an order prohibiting visitors from going through the mill viewing its operations. The company recently put in considerable new and improved machinery of special and original designs, and the officers say that rival pulp manufacturers have been detected in an attempt to secure drawings of some of it. As soon as this fact became known the order was issued.

A league has been formed to bring about the development of the power of the Niagara River on the Canadian side with these officers: President, John F. Macklem, Chippawa; secretary-treasurer, F. J. Hill, Niagara Falls, Ont.; vice-presidents, R. P. Slater, C. C. Cole, Niagara Falls, Ont.; Reeve Cook and E. P. Dalton, Niagara Falls South, Ont.; Messrs. Hazlett and Herbold, Chippawa; Mayor Griffith and S. J. Sidey, Welland. The organization is quite extensive in its make-up.

The Ontario Government has at last ratified an agreement made between the Canadian Niagara Power Co. and the Niagara Falls Park and River Railway, whereby the latter company is to be allowed to dispose of its surplus power, pending the development of the power in Victoria Park by the first named company, under its agreement with the park commissioners, and for which they pay \$25,000 a year. This may aid in building up a few factories on the Canadian side of the river.

The extension of the railway system of British Columbia, for which considerable provision was made at the last session of the Legislature, is expected to be followed by the development of the spruce limits in some parts of the province. There should be a fair demand for paper in British Columbia. The eastern mills of Canada sell paper there, but they are handicapped by freight. It costs 75c. a cwt. to ship from any of the mills in Ontario or Quebec, whereas from the Everett mill across the line paper can be carried to Vancouver and Victoria for 12c.

The shipment of pulp from Sweden via Norway to England appears likely to receive a severe check, if the Norwegian Government persists in its present policy. A claim for £2 12s. 10d. has been made by the Norwegian Consul-General upon Messrs. Henderson, Craig & Co., Limited, of London, being the amount of income tax assessed upon that firm on wood pulp from Sweden, which they shipped from Drontheim, Norway. This assessment was made for the financial year of 1894-5, but owing to the red tape observed, the charge is only now being enforced and an attempt made to collect the amount in London. The assessment is at 2 per cent. upon the income the firm is supposed to have derived from the 909,350 kilogrammes of Swedish pulp which they shipped via Drontheim.

THE UNITED STATES MARKETS.

NEW YORK, Dec. 11.—The market for chemical fibres is about as heretofore. Foreign sulphite, bleached, No. 1, 3.25 to 3.30c.; No. 2, 3.20c. Foreign soda, bleached, 2.90c.; unbleached, No. 1, $2\frac{1}{8}$ c.; No. 2, 2c. Domestic sulphite, unbleached, 2 to $2\frac{1}{4}$ c. Domestic soda, bleached, $1\frac{1}{8}$ to 2c.

The demand for ground wood pulp is increasing right along. Quotations are from \$18 to \$20 at the mill.

The market for paper makers' chemicals is moderately active. Bleaching powder, $1.87\frac{1}{2}$ to 1.95c.; caustic soda, 1.87 to 2c., and alkali, 75 to 80c.

A GREAT "NEWS" SYNDICATE.

IT IS announced in the trade journals that a great news syndicate has been formed for the purpose of operating fifteen mills, having a total daily output of 1,400 tons. The six large companies known as the "big six" have been untiring in their efforts to bring about an understanding, and, after meeting with many legal and other difficulties, it is reported that an agreement has been arrived at which is practicable and will go into operation on 1st March. In the meantime the spirit of the agreement is being observed, the fifteen manufacturers working together harmoniously. Committees on organization and finance, and sales and contracts, respectively, each having six members, have been appointed and are already at work, the membership of these committees being composed of members of the "big six" firms. The papers are now being drawn up at New York, and, as soon as completed, a final meeting of the fifteen interested manufacturers will be held to sign over the plants to the new syndicate. The mills which have joined the syndicate, with their managers and daily output, are as follows: Rumford Falls, Garrett Schenck, 100 tons; Otis Falls, Hugh J. Chisholm, 150 tons; Berlin Falls, H. M. Knowles, 150 tons; Palmer's Falls, Warren Curtis, 135 tons; Glen's Falls, F. H. Parks, 273 tons; Niagara Falls, J. C. Morgan, 120 tons; Jlcott Falls, H. A. Wilder, 50 tons; Franklin Falls, W. F. Daniell, 60 tons; Piercefield Falls, Ex-Governor Flower, 40 tons; Turner's Falls, two mills, W. D. Russell and W. E. Everett, 55 tons; Fall Mountain, A. N. Burbank, 100 tons; Haverhill Paper Co., H. M. Knowles, 40 tons; Webster Paper Co., J. Fred. Webster, 25 tons; Lake George Paper Co., W. W. D. Jeffers, 50 tons; Falmouth Paper Co., Hugh J. Chisholm, 50 tons.

THE CHINESE DID IT.

Making paper from wood pulp is not an invention of these later days. The Chinese have for centuries made paper from the pulp of the bamboo bark, and the paper made by the Japanese from the "paper tree" is notorious for its strength and fineness. The first European attempt which met with any success was in 1760, when a French and a German chemist almost simultaneously published a method of making paper from wood.

A PLAIN DUTY.

French papermakers, who have been using Scandinavian pulp wood, are giving trial orders to Canadian shippers, believing that the material can be had more cheaply. The situation, touching both politics and pulp, is briefly this: There is an ample, profitable and growing market for pulp and paper in Great Britain, Australia, Africa and South America. Canada has a very large supply of the best pulp wood in the world. The United States is receiving large orders for wood pulp and paper from the countries just mentioned, and is filling these orders by virtue of being able to get pulp wood free of duty from Canada. The Dominion Government have full power to restrict by an export duty the ruinous export of pulp wood, and thus to encourage large pulp-manufacturing and paper-making industries in Canada, at once preserving our forests from over-rapid depletion, and affording much profitable employment to capital and workmen in Canada. The duty of the Dominion Government is, therefore, plain, but that plain duty they neglect and refuse to perform.—Halifax Herald.

THE BRITISH WOOD PULP ASSOCIATION.

THE British Wood Pulp Association has held its annual meeting and banquet. At the meeting matters of interest were discussed and the annual statements of the president and secretary were received. The president, in his address, said:

"The wood pulp trade has grown enormously during the last two or three years. Wood pulp has been very largely adopted by paper makers, and I have no doubt that the next few years will see a still larger increase, particularly of sulphite pulp. From the statistics I have before me, I see that during the last three years the exports of pulp from Scandinavia have almost doubled themselves, the present export of sulphite pulp from Norway alone to different parts of the world being about 62,000 tons annually, and is now two or three times the value of other raw material, such as esparto, rags, etc. Further developments will depend on the locality in which the pulp is manufactured, and the facilities for procuring the raw material. Twenty-five to thirty years ago only a very small quantity of pulp was used and good prices were obtained, but now, owing to improved methods and increased production, prices have fallen. Now, can we expect prices to remain as they are? With respect to wood, perhaps improved facilities for getting it will to a certain extent counterbalance the increased consumption, but it requires a good deal of confidence to believe that the present consumption of wood can go on without affecting prices. In fact, there has already been a scarcity in Scandinavia, and the demand is now greater than the supply. Forest owners have therefore decided to get higher prices in the future—which is very natural. Cheaper freights have enabled consumers in this country to buy cheaper during the last two or three years than they did seven or eight years ago, and perhaps further improvements in this direction may be looked for, and also savings may be made by improvements in handling, packing, storing and shipping. I will not detain you by saying much on the advantages of wood pulp to the paper maker, but I may say that it is a material we can deal with in confidence, knowing what it is composed of—whereas with rags you never knew what you were getting, and buttons, bits of rubber, whalebone, etc., turned up in and spoiled your pulp. Coming to the contract and conditions of testing, I am very glad that 10 per cent. has been fixed between the bone dry article and its atmospheric condition. I should like to point out the desirability of having bales of uniform weight. This is of great importance in disputes that may arise, especially as regards moisture. I would recommend to the trade to insist upon this, and allow no bale to leave the works unless it is full weight. It is then a very easy matter to see how far the pulp varies from the 10 per cent. condition. I hope the Scandinavians will follow on the lines which you have laid down."

Mr. Andrews, the secretary, reported on the work done during the past twelve months. He said: "Sampling and testing pulp for moisture also occupied us for some time, and we collected from experts a certain amount of information on the subject. It was suggested to us that fixed terms of payment might also be laid down, but we came to the conclusion that this was not practicable. Re invoicing, in the case of excess moisture or excess fibre, has now been definitely decided as the only just course. We approached the Board of Trade in the matter of their returns of imports and exports, suggesting that the returns should be made under separate headings, such as: 'Chemical wet,' 'chemical dry,' 'mechanical wet,' 'me-

chanical dry,' and they explained to us that no alteration could be made during the current year, but that a revision committee would meet during the autumn, and would then give our request consideration. This week an official of the Board of Trade has called upon us and said that he was afraid the committee could not undertake to make four headings, as we suggested, but that he thought they would be prepared to make two headings in the returns, if we would let them know the two most suitable. We therefore replied that if wood pulp was classified under 'mechanical' and 'chemical' the returns would be much more useful. This is a step in the right direction. We hope it will be arranged, and, perhaps, in the course of another year, further concessions in this matter may be granted. We have drawn up a submission form for arbitration (copies of this being on the table) and also copies of the contract note, which we hope will be found useful in arbitration cases."

During the discussion which followed, Mr. Cassie, referring to clause 4 of the contract note, said that now that a considerable quantity of pulp was coming from Canada, the ice clause should be so altered as to include those Canadian ports that are usually blocked by ice in winter.

Mr. Wettre thought the difficulty might be got over by stating in the contract note from which port the pulp would be shipped. It was, however, generally considered inadvisable to tie down the shippers to one particular port.

Mr. Craig thought the Canadian trade required a separate contract note, and that the present one was mainly for Scandinavia.

Mr. Cassie then moved that this matter be referred to the committee.

Mr. Henderson seconded, and the motion was agreed to.

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Canadian Paper and Pulp News

Board of Trade,

. . . . MONTREAL.

THE LUMBERMEN'S CASE.

THE following is the memorandum presented to the Ontario Government by the deputation of lumbermen on Friday, 10th December :

Toronto, December 10, 1897.

To the Honorable the Attorney-General and his colleagues :

The importance of the question to all lumbermen in western Ontario is our justification for again waiting on you to present our views and ask for your favorable consideration to the resolution passed by a representative meeting of lumbermen held at Toronto, October 6, where it was declared to be in the public interest "that when new licenses are issued after April 30, 1898, a regulation be included in every license that all timber cut on the Crown lands of Ontario shall be sawn, made into square timber or otherwise manufactured in Canada."

We deem the present an opportune time for now offering you some reasons why we ask your Government to take this course.

(1) The retaliatory clause of the Dingley bill passed by the United States has made it difficult for the Dominion Government, without grave hardship and dislocation of trade being threatened, to place an export duty on saw logs.

(2) Under present conditions of free logs for export and a duty of \$2 per thousand feet, sawing on the Georgian Bay for the American market could not be continued; the business of sawing lumber would, of necessity, be transferred to Michigan.

(3) This would affect not only Canadian operators, but also Americans who have established their saw mills in Ontario, and who are certainly entitled to consideration.

(4) It would be a ruinous policy to provide the raw material free from our forests for competition against our own mills, who would be handicapped by the \$2 duty.

(5) If the exportation of logs cut on Crown lands was entirely stopped Canadian lumbermen would enter no complaint of the \$2 duty, considering it entirely a matter under the jurisdiction of the United States.

(6) While fully recognizing the rights of proprietorship, both of Canadians and Americans, in all licenses issued by the Crown, we consider the retaliatory clause an interference with our rights, and as Americans have induced the situation it is for them to apply the remedy.

(7) What Canadian lumbermen want is simply equality and fair play in the work of utilizing the product of their own forests.

(8) If a duty of \$2 is charged on lumber entering the United States, then an equal export duty should be charged on logs.

(9) Until the privileges contemplated by clause 7 be enjoyed, the only remedy is to prohibit the export of logs cut on Crown lands, and place American stumpage owners on the same footing as Canadians.

(10) Whenever, therefore, an equalization of conditions is brought about the embargo placed on the export of logs could be taken off.

This statement was signed by Messrs. J. Scott; Huntsville Lumber Co., N. Turnbull, secretary; E. W. Rathbun, Wm.

Irwin, John Bertram, Thos. M. Sheppard, the Imperial Lumber Co., C. D. Warren, president; J. & T. Conlon, James Playfair, W. J. Sheppard, Chew Bros., Burton Bros. and J. S. Playfair, on behalf of the deputation.

The Premier promised careful consideration.

AN ENGLISH VISITOR'S OPINION.

Mr. J. Y. Henderson, of Henderson, Craig & Co., Limited, England, has just returned from a month's tour among the United States and Canadian pulp and paper mills. Mr. Henderson made some remarks about his trip at the British Wood Pulp Association's annual dinner at the Hotel Cecil as follows: I have been asked to say a few words about my recent visit to the United States and Canada. I may say that I visited most of the larger pulp and paper mills in these countries, and they uniformly admit that there is no profit in selling paper at 1d. per lb. in this country. I visited many large pulp mills, amongst others the Sault Ste. Marie, and the general impression I received was that in America and in the greater part of Canada they cannot compete with Scandinavia, if prices fall to what they were two or three years ago. Prices of chemical pulps are likely to be maintained for a year or two, but there are many new mills being built in both Scandinavia and in Canada, and the eastern provinces of Canada will always be able to compete in this market. The problem is a difficult one for us dealers, because, of course, we always try to get the price down for the consumer and up for the pulpmaker.

A WOOD PULP KLONDYKE.

The Land Magazine says: "We shall probably see in the near future a most interesting development in connection with the spruce lands of northern Ontario and northwest Quebec, which will shortly be opened up by the canalization of the Ottawa, Mattawa and French Rivers in order to make a waterway for large vessels to the great lakes. In the great watersheds of these rivers are over a million acres of the finest spruce in the world for pulp, technical reports showing that the pulp made from it is distinctly superior to that of Norway, and still more so when compared with Swedish, the superiority being attributed to the wood itself, which seems to mill better and to be of a tougher, as well as a finer, texture. With a million acres of fresh spruce opened up to the outer world, it may be safely predicted that such mills will spring up all along the new route and that the pulp business will be revolutionized."

A DESTRUCTIVE CONSUMPTION.

One factor in the pulp and paper business is not always recognized by the owners of spruce forests. When a pulp mill grinds up a million feet of logs into paper product, and the same is sold to the great newspaper corporations and printed upon day after day, that paper practically goes out of existence. Few think of saving a newspaper. The individual newspaper reader throws his paper after reading into the waste basket or kindles a fire with it, or it becomes the property of the old junk dealer, and practically passes out of existence. On the other hand, the piece of lumber which is manufactured goes into a substantial building, which lasts for generations. So that the great consumption of spruce for pulp and paper really amounts to so much raw material taken out of the market forever, and practically wasted so far as any subsequent use to which it may be applied is concerned.



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