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THE CANADIAN PRINTER & PUBLISHER

Vol. I. No. 5

TORONTO, DECEMBER, 1892

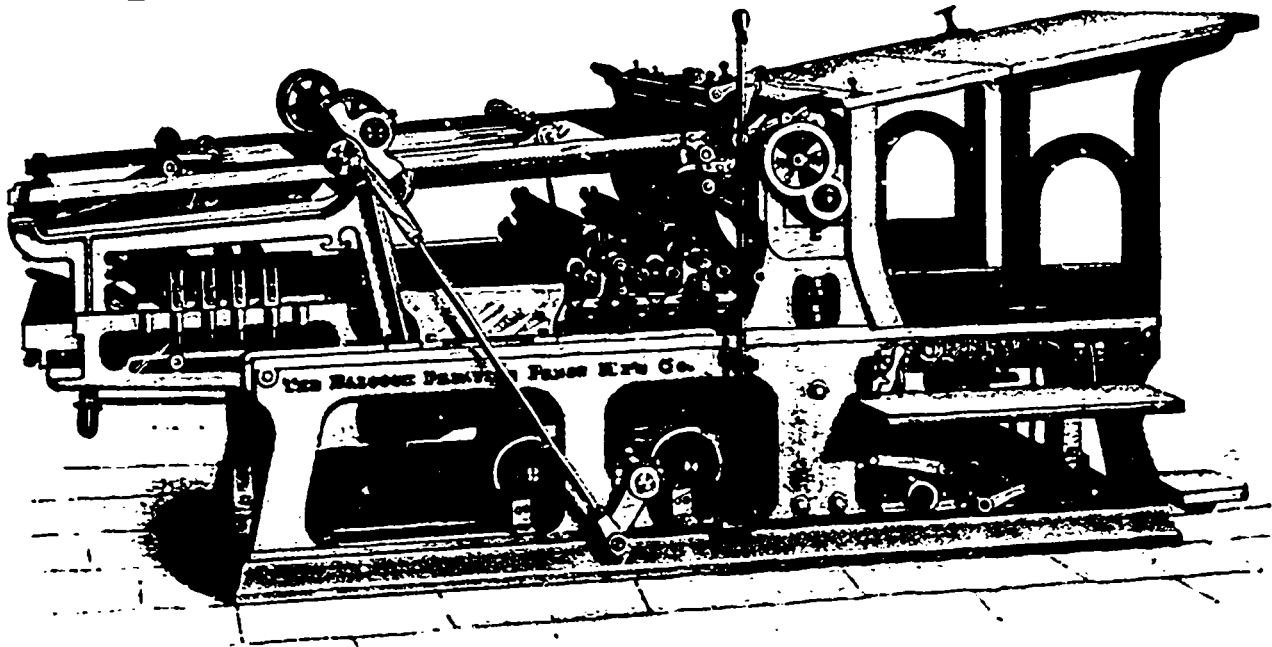
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The Babcock Printing Press Mfg. Co.

MAIN OFFICE AND WORKS
NEW LONDON, CONN.



NEW YORK OFFICE
9-10 TRIBUNE BUILDING



The "OPTIMUS"

TWO-REVOLUTION TYPOGRAPHIC PRESS.

Delivers printed side up with set and line printed surface

Descriptive Circulars with testimonials of the "Optimus" furnished on application

-- WM. MEEK, Agent, 10 Lombard St., Toronto --

The "STANDARD"

Can be seen running in the offices of John M. Poole & Co. and Kilgour Bros., Toronto; J. C. Wilson & Co. and Babcock & Son, Montreal



Correspondence Solicited, and Satisfaction Guaranteed

WARWICK & SONS

BOOK-BINDERS . . .
MANUFACTURING
STATIONERS . . .

Importers
... and ...
Manufacturers of

Paper Dealers

TORONTO

PRINTERS' SUPPLIES



PRINTERS' STATIONERY DEPARTMENT

ENTERTAINMENT REQUISITES

WEDDING, MILL, AND FANCY BRISTOLS

CALLING CARDS, All Styles

INVITATION CARDS

WEDDING STATIONERY

ADVERTISING CARDS AND CIRCULARS

ANNOUNCEMENT CARDS AND FOLDERS

BALL PROGRAMMES, English and American Style

TASSELS AND PENCILS

CONCERT PROGRAMMES

MENU CARDS



OUR BINDERY IS EQUIPPED WITH THE LATEST
AND MOST IMPROVED MACHINERY

Estimates given

Samples furnished



MOURNING STATIONERY

MEMORIAL CARDS

B. B. CALLING CARDS

B. B. PAPER AND ENVELOPES

WORK DONE ON THE SHORTEST NOTICE

AGENTS FOR THE BUFFALO PRINTING INK WORKS

Printer AND Publisher

Vol. I. No. 8

TORONTO, DECEMBER, 1892

\$2.00 per year

EDITORIAL NOTES

TYPE-SETTING machines have not been introduced into France. Where is the boasted enterprise of the West?

BANGERET is a small banner; adlet a small advertisement, and why should not takelet be a short take, or wagelet a small wage?

A TYPE-SETTING syndicate has been formed in Great Britain to purchase the patents of the Thorne Composing and Distributing Machine. The capital of the concern is \$250,000 in 5,000 shares of \$50 each.

It is not a healthy sign to find paid announcements in the sporting, dramatic, news and telegraphic columns of so many Canadian newspapers. No publisher is justified in misleading his readers. In securing their subscription he secured their confidence, and he should not abuse it.

THE Boston *Journalist* of a recent date published an excellent engraving of Mr. W. B. Harte and a brief sketch of his life. Mr. Harte is well-known in Canada, having done excellent work on our leading dailies. He is now associate editor of the *New England Magazine*, Boston.

The *Inland Printer*, Chicago, says a kindly word for this journal:—"THE CANADIAN PRINTER AND PUBLISHER is gaining both in interest and circulation. Now in its sixth number it has every mark of that stability which its interesting contents fully entitle it to. Messrs. McLean are to be congratulated on the success of their enterprise."

Among the several trade papers opposed to the type trust is the Boston *Journalist*, which asks the question "Whether it is not policy for the printers and publishers to do all in their power to break the trust, for the reason, that should the trust succeed

is getting control of every foundry in the country, the chances are that the price of type would be materially and permanently increased?"

At the recent exhibition of printers' machinery, etc., in London, Eng., the "Winder" composing machine was the only entry in its class. It can scarcely be called a "machine," but might be properly termed an improved case for facilitating hand composition, as it enables the compositor to use both hands. The automatic distributor is an ingenious arrangement by which 5,000 ems can be distributed accurately. The London correspondent of the *Inland Printer* promises some details of the working of the "Winder" at no distant day.

QUEBEC is not a desirable location for independent newspaper men, especially if they are French Canadians, and appeal for support to the adherents of the Roman Catholic Church. Two publications have been recently denounced by the clergy of that province because fault was found with the actions of certain clerics, and suggestions offered concerning the necessity of more care being exercised in the appointment of spiritual guides. One of the banned publications has changed its name, but unless the editor also changes his methods he may encounter further clerical interference.

Col. J. A. COCKERILL, no mean authority, says if the newspaper should exclude all that is called rot and sensational, people would not buy the remainder. Commenting on this statement the Boston *Journalist* remarks:—"This is the experience of a man who should know, and it is to be regretted that the fact is as he states. There is probably not a newspaper man in the country who has not the ambition to run a paper on a higher standard than he does, but so long as the counting-room has so much to say in the management of the newspaper, and people demand by their patronage a paper far from the ideal, the character of our daily press must remain the same."

WHAT SHALL WE DO WITH THE FRAUD ADVERTISERS?

It strikes me that it is about time some one interested in the future of both the publisher and the advertising business entered a protest against some systematic deceptions that now appear so conspicuously in the advertising columns of so many publications. The last year has given us an unusual share of this class of business. Every petty little scheme that the brain of man can devise is worked into an advertisement, and launched upon the confiding public by dishonest advertisers and their allies—publishers. Some of these schemes take the form of guessing contests, rebuses, crayon portraits free, things "given away to introduce them," gold watches for a dollar, and such like. The list might be extended almost indefinitely, and we can always be sure of more to follow just as long as we tolerate and encourage them. They may be classed under the one general head—unqualified swindles.

Every one of these fraudulent advertisements published is a menace to the future of both the publishing and the advertising business. The reader who patronizes such schemes seldom, if ever, hears from his money; and when he gets anything in return, it is sure to be trifling enough to convince him that he has been swindled. Every such experience takes one man out of the ranks of advertising patrons.

Compared with the publisher who runs such advertisements, I have a sort of mild respect for the fellow who invents them. True, he is sacrificing energies and—possibly—abilities in the vain hope of a sudden fortune, which, if properly directed, might return him a permanent business with sure profits and a clear conscience. Yet he makes no moral pretensions and is generally decent enough to hide his personal identity behind an assumed or firm name. But the publisher of his deceptive announcements will preach morals in small caps and double leads, yet print these swindling and nauseous advertisements without a blush. For a paltry dollar he is willing to sell the confidence of his subscribers, and make them forever after wary of himself and his artful advertisers. Some publishers, not content to merely run these "snide" advertisements, give them editorial endorsement.

There could be less cause of alarm if the practise of running questionable advertising were confined to small or inexperienced advertiser; but I am sorry to say that it is not. Many publishers of influential journals seem to think that they can add the income from this business to their legitimate revenue without suffering in other directions. True, there are some notable and worthy exceptions; yet, though on the publisher's side of the fence myself, I must confess that the proportion of sinners is very large.

In this connection, however, we must consider the publisher of the free-distribution-periodicals. These publishers, of course, have no consideration for their readers, and are in it simply for the money they can get out of the advertising column. They have no very fine scruples as to the quality of the advertisements they run so long as the price per line is guaranteed. These publications are largely responsible for this questionable class of advertising, and are exerting their evil influence not only in destroying confidence in advertising houses, but also in reducing, by their unequal competition, the general standard of periodical literature.

It must be clear to every legitimate publisher that it could be to his interest, if every dollar invested in advertising space returned a fair percentage of profit to the investor. It must be equally clear that a reader once swindled, is not likely to patronize the advertiser of the same paper again, if indeed he does the advertisements of any paper, and that the legitimate advertiser's chances of profit and continuance is lessened by every insertion of an advertisement that is intended to defraud the reader. If there were no more worthy object, it would seem that pure selfishness on the part of publishers would be enough to influence them to refuse such advertising. They would do so if they could get far enough away from themselves to look back and see the effects.

If the advertising of the future is going to be what it should be, this question of dishonest methods in the business should have attention. We can look for no help from the cheap publications and free distribution sheets. They are the ones that are making the most trouble, and from their character of purely advertising sheets are not entitled to second-class postal rates. But the publishers of journals with a paid subscription list, and legitimate advertisers, ought to join hands in correcting the evil. It is generally conceded that careful, judicious advertising will pay in any legitimate business. All that is needed is to buy the right kind of space at fair prices, and tell the truth about the goods that you want to sell. Some of our most successful general advertisers are some of the shrewdest business men of the country. They must understand the effect of a "snide" advertisement in its far-reaching influence, and must object to seeing their own names side by side with catch-penny announcements and swindling schemes. They have it in their power to help correct the evil, by refusing to buy space in papers that publish advertisements in which the word fraud can be read between the lines.

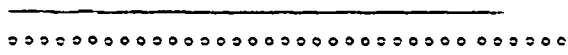
If we could reform the "skinning" advertiser, gag the circulation liar, and kill the free-distribution fellows, we would soon be able to get a fair estimate on advertising space, and there would be more money and

less worry in both the publishing and advertising business.

Confidence is the first essential to a successful business enterprise; and confidence does not come by chance or fall unmerited on the predestined few.—John J. Dillon in *The Kings' Yester*.

STYLES OF PRINTING

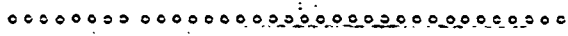
IN a recent issue of the *American Art Printer*, F. W. Thomas describes the customer's idea of style from the standpoint of a foreman of the composing room. In connection with his article he presents two forms, being the fronts of a four-page circular, the first showing how the copy was set by a journeyman printer, and the second indicating the style demanded by the customer. We have reproduced these two forms and lay them before our readers in slightly reduced size. The theory of Mr. Thomas' articles in our contemporary is to show how the work of many compositors is practically useless to the proprietor-printer; because being carelessly done or thoughtlessly executed it is rejected by the customer and has to be done over. This is very well to say, but according to our observation, in a great many cases the customer is the one that is finally made to pay for such useless work and general waste in the establish-



Capacity of our Shawnee and Hocking Mines 700 Ton Daily Capacity of our Jackson Hill Mines 500 Ton Daily

GOSLINE & BARBOUR,
Miners and Shippers of Coal.

MAIN OFFICE, TOLEDO, OHIO



As the Printer Thought.

ment. We therefore present an abstract of the remarks of the author named, with this other theory in mind.

Before criticising the forms, Mr. Thomas says: "Let us consider that the firm who are issuing this circular desire to impress upon its recipient first of

all that it is about 'coal.' As could be readily seen at a glance in the inner contents, it was strictly a business circular, and a business circular to be sent to men who are interested financially in the subject treated upon, and if 'coal' were the first word to



CAPACITY OF OUR SHAWNEE AND HOCKING MINES 700 TON DAILY CAPACITY OF OUR JACKSON HILL MINES 500 TON DAILY



GOSLINE & BARBOUR

Miners and Shippers of

COAL



MAIN OFFICE, TOLEDO, OHIO



As the Customer Insisted upon Having

catch their eye, the result would be the perusal of the entire circular. The next idea to be impressed upon the reader was the name of the firm. Next it was desired to show that they were not merely dealers in coal, but miners and shippers of it as well. Incidentally, also, the firm took the opportunity of calling attention to the capacity of their mines."

Criticising the form as set up by the journeyman printer, the writer says: "The border is too profuse. 'Miners and shippers' is made equally prominent with 'coal,' and the 'capacity of the mines' is set in a style of type not in keeping with the balance, and so small as to be very indistinct. It is also made less effective because of the ornamentation surrounding it. The ornamentation at the bottom, just above the border, could hardly be styled artistic. The border in the upper portion is open to three objections. It was a waste of time to make such a thing. When done it was not tasteful, and the curled ends would have been sure to cause the pressman trouble in making ready. The relative spacing of the lines up and down was also in poor proportion, and the light-

face character of the type was in singular contrast to the product advertised."

In commenting upon the second form the writer says: "In the second form the proportions of the different phrases are carried out as indicated above, and the defects of the first design avoided. This page may still be open to some slight technical criticisms, but it pleased the customer, with a single alteration. It was set in less time than the other, and the general style of it is in much better keeping with the business it represents."

In giving directions to the journeyman printer this author puts on record certain rules which are of interest to all who prepare copy for business announcements. He says: "Let the printer forget mechanical distinction for the moment, and arrange his display according to the meaning and relative importance of the items. Let him break away from all conventionalities, one line does not have to be longer than another, and one style adhered to for both. The printed sheet is no longer a marvel to be examined from top to bottom with the curiosity shown at the time of its invention. It is a common everyday sight, thrust in our faces at every turn. Only the best of it is read. If to attract notice it must be done right. Let the compositor bear these things in mind, never losing sight of the fact that every man knows his own business best. In business printing the customer's idea of style is the right one."

ADVICE TO REPORTERS

AT the suggestion of a subscriber, the following rules issued by the late J. H. Maclean to his reporters on *The World* are republished. They should appear on every reporter's desk.

Don't waste word on your own opinions. The editor will furnish the opinion of the paper on current topics. Give the *facts* and *notes* of a case in simple form, but keep out of the rut. Never mind regretting that Rev. John Smith is dead, married or moving away. Give the facts of his removal or death and say a nice word in some other than stating that "*The World* regrets to announce."

Be careful about initials, spelling of names and addresses. In conventions and all public gatherings this case is doubly necessary.

Don't say John Jones was locked up at Police Headquarters last night for robbing John Smith in Yonge street, but rather John Jones was locked up *charged* with robbing. Remember it is merely a *charge* until it is proven.

A reporter has no "privileges," no matter where he may be sent, and therefore it is his business to always remember that he is on sufferance. A reporter who knows his calling will never presume on his "connec-

tion with the press," will brook much, but will ultimately get all the facts. To threaten "to write you up" is fool-work.

Don't get windy and go into reiterations. Use simple and effective phraseology, and only state the same thing once. A reporter should know, after the City Editor has revised his copy, how he ought to write in the future.

Never start a fresh paragraph at the bottom of a page, but rather on the top of the next. Always "number" your pages.

Write your "copy" with ink or a soft pencil. Ink is preferable. Write *legibly*, more especially proper names. Copy that is not so written will be handed back to be done over again by the reporter.

Be sparing in the use of adjectives.

Reporters, except in cases of emergency or pressure for time, *must* read their copy over before putting it into the City Editor's basket.

Be sure and get the news, all the news, in every case, and state it succinctly. When you are told to write a stick don't write two sticks. Space in *The World* is valuable. A reporter's work will in every case be judged by his accuracy, by his knack of stating a fact without verbiage, and by his expedition.

Get your copy in early. This rule is imperative.

TYPE-CASTING vs. TYPE-SETTING MACHINES.

AS type-casting machines are now in operation in several cities in Canada, and some doubts exist as to the merits of those machines, as well as the position they hold in comparison with type-setting machines, the following extracts from an article in the *November Inland Printer*, by Mr. E. L. Marsters, will be read with interest:—

"The rapidly increasing output of type-casting machines is further evidence of the view held by the writer several years back that the practicable 'coming machine' would be a type-casting one as against the type-setting machine. I am not prejudiced against type-setting machines, for I admire their work, and I know that the even and clear face of type is far superior in looks to the product of the rapid type-casting machine.

Several type-setting machines are in existence, either in theory or as models, while the Thorne principally and the McMillan are now being used very acceptably in various newspaper and book offices. In the latter establishments I think the results are more satisfactory. In newspaper offices they are not so practical, and are not the 'economical ingenuities' that some people would try to make one believe. This idea is not based on superficial knowledge, but rather on practical observation and information in reference to the operating expenses.

Inventors and newspaper men have been looking for a machine that would do away with that costly item—type. In the type-casting machines they have succeeded in obtaining that result. To give the reader a better and more practical idea of the difference between the workings of the two machines I will compare them in a general way.

As regards power and the services of a machinist, the difference is not material. The difference in the cost of type for the setting and metal for the casting machine is a large item, and the price of each is familiar to all printers. The waste, perhaps, is larger in quantity with the metal, but the cost being so much less, it does not equal in value that of type broken, the latter being done mostly by the machine distributor. The destruction of type used by setting machines has been one of the greatest drawbacks of all the efforts at mechanical composition. The McMillan machine has a distributor separate from the type-setting machine, while with the Thorne the work of distributing 'dead matter' is carried on coincidentally with the composition of new matter. In addition to the original cost of type, certain machines require an extra 'nicking' for each character, which adds about 5 cents per thousand ems.

Besides the keyboard operator the type-setting machine requires a justifier, which doubles the cost of composition. The one who runs or feeds the distributor is also an extra expense, and generally a boy or girl is employed to keep the dust off the type, for if the type is the least dirty it does not move easily in the channels. Three or four persons' work—the product of one machine—costs too much to be practical.

With the type-casting machines a great amount of this expense is avoided and the results are larger. For either the Mergenthaler linotype or the Rogers machine—these two being the leading ones—but one operator is required. No distributor is needed. The Schuckers machine—whose owners have recently combined with the Rogers people—is also a type-casting machine, but it has never been put on the market. Its projector is the original inventor of the 'double-wedge justifying device,' used by both the Mergenthaler and Rogers machines. The Schuckers differs from those machines in that it uses 'male' instead of 'female' dies, and the casting is done outside the machine. The line is indented into a lead slug, and the slug is passed automatically into a casting box external of the machine proper, where it is cast and trimmed.

The Mergenthaler has an automatic distributor, and the operator of the Rogers distributes the matrices after the casting of each line by elevating the forward end of the machine. These two machines require no help outside the operators, and it is patent to all that the cost of running them is small as compared with the type-setting machines. The product is much larger, especially so in the case of the Mergenthaler, where the

operator has nothing to do with the distribution. The Rogers operator is handicapped by having to wait until a line is cast, and then distribute that line before he can start a new one.

Another point in favor of type-casting machines is the utility in handling the type-bars. Less care is required, which is a gain of time. If type gets bent or broken it goes into the 'hell box.' The type-bars can get bent and dirty and not lose their value. They are remelted. After a form is dead the type-bars can be taken out in five minutes and put in a box for use in again supplying the machine's metal pot. But how different with type! The form requires care, and is frequently in the way, as it crowds your stone-room.

Printers, and especially newspaper publishers, are finding availability and practical results in type-casting machines. Although the face of the type-bar is not all that could be desired, it is improving with the constantly added improvements to the machines.

The type-setting machines are not advancing with the same stride, and it is due to the *fact* that they have no practical automatic or mechanical justifier. It has been stated in the trade papers that the McMillan inventor has finally succeeded in devising such a scheme; but there are many who are asking: Will it do practical work? The writer is in doubt. The type-casting machine of to-day is vastly better than that of even a year ago. It has come to stay.

THE CREATURE OF A DAY

MR. JOHN COCKERILL, editor of the *New York Commercial Advertiser*, in a recent article in the *Cosmopolitan*, speaks as follows of the editor of the *New York Sun*:—"Mr. Chas. A. Dana, unquestionably one of the most interesting figures in the world of journalism, has been known to express the opinion that a newspaper is a creature of a day only, that in and for that day it is born and dies, and that there is no iron chain of consistency necessarily reaching from one to another of these issues in their unending series. Mr. Dana has for so many years identified the *Sun* with himself, that its readers go to its editorial page 'to see what Dana says.' They are reasonably sure that he will surprise and consequently interest them. It is a tradition in New York that Mr. Dana said, some years since, that no citizen in this town could go to bed at night with the certainty that he could foretell the *Sun's* editorial course the next morning on any given topic. Mr. Dana has the faculty of saying vicious things in a smart way. He tickles the intellects of his readers until they forget all about their morals."

Slown makes all things difficult, but industry all easy, and he that riseth late must trot all day.

THE SOLICITOR.

Who is id hustles nighdt und tay
Und preaches dot id always pay,
Und dot dere should pe no delay?
Dot's der Solicitor.

Who is id follows us like fate
From early morn till nighdt so late,
Und vants to figure oudt a "rate"?
Dot's der Solicitor.

Who is id asks aboutt our health
Und points der straight road oudt to vealth,
Midoudt der burglar's cunning stealth?
Dot's der Solicitor.

Who is id fears no frost or blighdt,
Whose circulation's "oudt o' sighdt,"
Who generally vins py righdt or mightdt?
Dot's der Solicitor.

Who is id makes der paper brightd,
Enables id to fightd for righdt—
Sustains id in financial plighdt?
Dot's der Solicitor.

Who is id makes our pizness pay
Und like a schnow plough clears der vay
To fame und sure prosperity?
Dot's der Solicitor.

GOOD PRINTING

Can you define the words? The oft-repeated words "anything will do as long as it can be read" are heard almost daily in the best of printing-offices. It is significant of the business (?) man who "saves at the spigot and wastes at the bung-hole." Now, by good printing, the writer contends that its meaning does not necessarily imply artistic work. It must be a composition of well-chosen, readable types, so arranged as not to offend the eye, printed on good paper, with good ink, by a pressman who understands bringing out the strong points, who knows how to bring forth a job free from smut and soil.

Is good printing necessary? Why should it not be? let us ask. It is often spoken of as being indicative of character. The man of sound business principles who endeavors to do justice to all, realizes the value of neatly printed stationery. In many cases it is his sole representative, and on it many a success has hinged. —W. H. Wright in *Publicity*.

SUCCESSFUL PUBLISHERS

Of the 4,047 millionaires in the United States, according to the revised list recently issued by the *New York Tribune*, thirty of them are publishers of newspapers and magazines. In connection with the above statement, we could not help remarking when looking over the list of names of these fortunate individuals, that in every instance they were the names of men who by persistent advertising have made their publications known to every intelligent reader throughout the length and breadth of this great land. When a doctor is willing to take the same medicine that he

prescribes for his patients, they will have no hesitation in admitting that there must be some virtue in it. It is certainly reasonable, then, to suppose that the merchant or manufacturer who is desirous of calling the attention of the public to the articles he has for sale, will place more credence in the efficacy of advertising, when the publisher himself believes so implicitly in its power.—*The Kings' Jester*.

AN ART BOOK

Through the kindness of Messrs. Warwick & Sons **PRINTER AND PUBLISHER** has been the recipient of a copy of one of the most artistic of the art books produced this season by Raphael Tuck & Sons. It is entitled *The Story of Columbus*, but is told in the shape of a fairy tale, and this tale is embodied in a poem by the celebrated American, Nesbit. The characters are fair young children whom the fairies induce to go to sea on a voyage of discovery. Their leader is a brave lad named Columbus. But the great feature of the book is the beautiful full-page art cuts. The frontispiece is a handsome nautical design, encircling the picture of the true Genoese Discoverer. Throughout the book are beautiful scenes, such as the Departure, Storm, Mutiny, Sighting Land, Planting the Flag, A Friendly War Dance, Home Again, and Presented at Court. Each illustration is a model of art and skill, varying from the light grey sepia work to the full-blown harmony of a score of blended colors. The poetry itself is combined with small artistic designs running along the borders of the verses. The letterpress is artistic fairy script. In fact each page is a work of art, and the book, in size about fourteen inches by eighteen, is one of the most clever productions of art work that has ever been placed before an art admiring public.

A NEWSPAPER STORY

It is certain that journalism has no severer critics than some of those who are found in its own ranks. The other day a man who works on an evening sheet was asked something about an article that had appeared in that paper. He knew nothing about it. "What!" said his questioner, "don't you read your own newspaper?" "Read my own paper!" he answered scornfully. "That reminds me of the story of Blobb's and Jinks, you know. They were Bohemians, and had got dreadfully run down. One day Blobb's went into a horribly cheap restaurant and sat down at a table to order a meal, when up rushed Jinks in a waiter's apron to get his order. Blobb's was struck nearly dumb, but he managed to blurt out, 'Good heavens, Jinks! you don't mean to tell me'—Jinks looked at him very loftily; 'I wait here,' said he, in a crushed tone, 'but I don't eat here!'" The enquirer was left to make his own application of the story. He had no difficulty in doing so.



A JOURNAL FOR PRINTERS AND PUBLISHERS

Published Monthly by

THE J. B. McLEAN Co., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

No. 10 FRONT ST. EAST, TORONTO

Subscription \$2 00 per annum

Single copies 25 cents

J. B. McLEAN,
PresidentHUGH C. McLEAN,
Manager

TORONTO, DECEMBER, 1892

PREMIUMS AND PRIZES

THE business man who offers a premium or a prize to secure an extended trade, or even to keep up his sales, is cheapening his own wares. He is practically admitting that the article he has to sell is not worth the price asked for it. If he were offering fair value for the equivalent demanded, why should he resort to business suicide to effect a sale? The fakir who takes up a position on the street corner, and proclaims that in his fifty boxes of magic corn cure ten five dollar notes are deftly secreted, but yet are put there for the benefit of those who give him twenty-five cents for a box of his remedy, is shunned by all right-thinking men, including newspaper publishers. The grocer who sells 25c. tea for 40c. and throws in with the purchase a ten cent book, does not find newspaper publishers gullible enough to patronize him. The newspaper men realize that the value of the prize is deducted from the worth of the tea, and the brand thus sold must be of an inferior grade. And yet what do we find many publishers of respectable newspapers doing? They practically adopt the business methods of the street fakir, and by promises of prizes of various kinds, from a pen-knife to a piano, endeavor to increase their subscription list. Every publisher should know the value of his publication, and the only natural conclusion to be drawn from his new mode of doing business is that he is asking for it more than it is really worth. If the publisher feels that he is offering an inferior article to his neighbor's he should endeavor to improve it so as to be a worthy competitor, and

not resort to tin-pan and nickle-plate novelties to bolster up a weak imitation. The publisher who resorts to such methods for adding to his subscription list will find the demand for premiums increase year by year, and instead of being able to devote his attention to improving his paper or keeping it up to its standard, his time will be largely absorbed in searching for novelties which may induce his subscribers to renew or lead others to test the worth of the prizes. As this matter now stands the contest for subscribers is an unequal one, the fakir having an advantage over the legitimate newspaper man, owing to the people having been educated to look for premiums. The abolition of premiums and the improvement of the newspapers would be a grand move, as worth should always win. It is possible that the premium business will have its day, and that the thinking people will take the newspaper on its merits, and when this day does come, the publisher who had a higher aim than the ready possession of a few shekels will get his reward, as hard, honest work is bound to win. This is a subject that could be discussed with profit by the Press Association.

COMPOSING ROOM LEAKS

THE observant proprietor of a composing room, job or newspaper, knows that a periodical inspection of that department is an absolute necessity. The foreman may be a faithful, careful and excellent workman, but he often centres all his efforts on turning out as much work as possible in a short time. He watches the men closely to see that no unnecessary time is spent on a job, and that they are provided with work. He sees that they come and go on time, and in a superficial way notes that no material is injured or destroyed. The sharp, careful foreman should go through the alleys, and reprove slovenly compositors for dropping type and trampling on it. The cases in the frames should be closely watched, as in them are often stored little packages of pi, piece rule, etc. The quad boxes should be examined regularly, as many comps prefer putting italic or accented letters in those boxes to distributing them properly. The window sills, and other convenient ledges, where lines may be dropped or placed, should not be overlooked, as from these constant additions are often made to the hell-box, and small founts are rendered worthless in a short time. The rule and display cases require close observation, as founts are frequently mixed and piece rule cut for jobs. The distribution of fancy type should be done carefully, as fine or hair lines are often destroyed by the careless treatment received in distribution, the letters at times being thrown into the case as roughly as if they were small nuggets of lead. The

absence of a towel, or its dirty condition, lead to the use of white paper, and at each wash-up many sheets are destroyed. An observant proprietor can render his foreman valuable assistance in remedying those leaks, and they are but a few of those that occur daily. Such assistance could be given in a kindly manner, and not a grumbling, snarly way, as the foreman may not have before realized the importance of looking after such matters.

NEWSPAPER ACCOUNTING

FOR a long time past I have promised myself a series of articles or a treatise on newspaper accounting. I have even gone so far as to mention what I hoped to do in conversation and in correspondence, and in answering inquiries in the columns of this journal, I have on different occasions alluded to the scheme in mind. But at the end of many months, during all of which this undertaking has been before me, I find myself just as far away from its accomplishment under the plan that I had originally outlined as at the beginning. And now I am forced to relinquish the scheme either from lack of time to carry it out in all its details or else to substitute another plan that shall put on record some of the results of my investigation, and yet be easier of execution than that first contemplated. I purpose, then, in a series of paragraphs, appearing, perhaps, at irregular intervals, and arranged in a somewhat disconnected order, to get before the readers of *Business* some of the principles and methods of newspaper accounting which it seems to me are of importance. I purpose further to arrange these notes in such a way as to stimulate discussion, and call forth from others such contributions to the general record as may from their experience seem appropriate.

I have purposely chosen as a title "Newspaper Accounting," using the word "newspaper" in its broadest sense. So far as these paragraphs are concerned, it must be taken to include everything from a daily paper to the monthly magazine, and from a weekly trade paper to a quarterly on history or politics. The principles of accounting undoubtedly are the same whether the publication is issued daily or less frequently; but there is a vast difference in the application of those principles as between a daily and a monthly, and also as between a paper of limited circulation and one which has a very large circulation. These facts have been forced upon my attention during the time that the subject has been under consideration, and long since I reached the conclusion that in order to carry out my original scheme it would be necessary to discuss accounting for the daily paper as a separate and distinct art from that obtaining with the monthly magazine, and to distinguish between bookkeeping appropriate to the country

political weekly and that which is desirable, if not absolutely necessary, for a weekly trade paper, with large circulation issued in some important business centre. My present plan of random notes on newspaper accounting has this advantage—that I can

Class	Club	Year	JAN.	FEB.	MAR.	APRIL	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	etc.
		1892												
		1891												
		1890												
		1889												
		1888												

Card from a "Card Index" Subscription List

discuss any and all of the various ideas as they present themselves without the necessity of logical arrangement. I can take up any one particular thought and exploit it without the necessity of classifying it. In turn I shall be able to interest more readers at one time than would be possible if the work were carefully and adequately classified.

The subscription list of the newspaper or periodical is one of the first things demanding attention of the accountant who is intrusted with the routine of the enterprise. How shall subscriptions be recorded? How shall subscription accounts be kept? The reader who gives the least attention to this question will see that the problem admits of various answers, and thereupon will be ready for the variety of replies that may be given. The problem is approached from so many different points of view, that it is not strange that a large number of plans are in vogue, and that many establishments run practically without any plan at all. The underlying conditions are very easily understood. The record of a subscription is no more nor less than an account with an individual. Theoretically, if not actually, in all the details he is credited with what he pays and charged with what he gets. If the subscription is paid in advance, then the first entry in the account, assuming for the moment that it is in ordinary ledger form, is a credit, and the succeeding entries, if all the implied work is done, are of the nature of charges, as the different instalments of merchandise paid for that is, issue of the paper are shipped or mailed. But the number of accounts that must be kept, where the circulation is of moderate size, and the small margin of expense that can be allotted to the subscription department, much less to each subscriber's account, make an ordinary ledger system an impossibility. There is

required, therefore, a method which shall abbreviate labor, which shall keep the account in a form to be instantly available for the purposes of examination, for billing, for addressing, and for each of several other possible requirements.

The first plan for caring for subscription accounts that perhaps occurs to the beginner in newspaper work is a book in which, upon some arrangement, either alphabetical, geographical or a combination of

Johnson N C 15th 93
792 Wayback st
Grand Crossing
Dak

Form from a Type Subscription List

both of these, the names shall be entered with notation of date of payment and expiration of subscription. From these names so arranged the wrappers are addressed from time to time, and from the names in turn bills are sent on appropriate dates corresponding to expirations. The book, however, becomes entirely inadequate when the list reaches a few thousand names, and is utterly out of the race when so many as 10,000 or 20,000 names are to be recorded. With daily papers and weekly papers subscription accounts are very frequently kept in the shape of standing type, the names, addresses and also the time of expiration of subscription, being indicated. Impressions from this printed account are taken from time to time, and by means of mailing machines they are cut into pieces and pasted in place upon the wrappers, or upon the face of the copies of the paper, and thus combine in smallest compass a method of addressing and a method of accounting, at the same time keeping before the reader a statement of his account. This plan, however, has its limitations, because the expense of keeping type standing is comparatively heavy, and the labor necessary for making corrections and alterations is likewise a considerable item. The system seems to break down when monthly periodicals are considered, the rule with which is to stop sending at the end of the period for which payment has been made, and therefore it will be found in practice that a large proportion of all the monthlies published in the country go out in wrappers addressed by hand or under addresses prepared by some other plan than that above described. In whatever way the wrappers are to be addressed, the accountant is forced to consider the question of a record in some shape or form of each subscription, and a delivery of papers to the subscriber. The record of delivery as usually managed is very generally omitted, the assumption being that every person who is entitled to a copy of the paper has got it, unless a representation is made to the contrary, and that the delivery of the extra copies that are sometimes supplied upon complaint causes less

loss to the publisher than the expense of keeping the account in a different form. And yet some publishers have gone so far as to establish plans by which the addressing of each lot of monthly wrappers is accompanied by checking against the individual names on the list. To this end card indexes are sometimes provided, the individual cards being properly ruled to receive the name and address of the subscriber, date of payment of subscription and date of expiration, and then follow columns representing the different issues which are to be supplied under the subscription, ready to receive check marks as the wrappers are addressed. The columns are sometimes made of some considerable depth, so as to admit of renewals and extensions of subscription on the one card, the different years being allotted to different lines, and then as the wrappers are addressed check-marks are put in at proper places, thus keeping track of what has been actually sent.—A. O. Kittredge. *Business.*

THE PAPER TRADE

DURING the past month the prices of papers of all kinds have been well maintained; and the understanding among the manufacturers has been well sustained and faithfully preserved. This is the boast of all the paper men, and all are greatly pleased thereat. But right here it may be mentioned, that fairly large contracts for printing papers have been closed very lately in this city, at lower prices than ruled a month ago. These may be exceptions, but their mere existence shows that prices are slightly easier in reality, whatever they may be nominally. In writing papers, the tendency of prices, on the contrary, is upwards. Higher quotations have been given and accepted.

One prominent feature of the market is the fact that the importations from the United States have fallen off very materially during the past six months. The higher class American prints are being displaced by domestic papers, which exhibit a marked improvement in quality and surface finish. It is only for exceptional work that it is found necessary to send outside the country for the paper. This is due no doubt to the improved machinery set up by the leading mills, and their enterprise will undoubtedly benefit them very considerably.

Mrs. MULCAHEY.—“Sure there was a man found dead down in the alley way, wid nothin’ but a cake of skin soap in his pocket, the poor cratur’.”

Mrs. McDONIGH.—“Och, thin sphare yer pity Mrs. Mulcahey. I’ll bet yez the man was lured to die wid it in his pocket jes to advertise the soap.”
The Kings’ Gester.

CRAFT NOTES

Le Canadien, edited by Mr. Tarte, will become an evening paper after the new year.

IRATE editors call the newspapers of their rivals "sheets," because so many lie in them.

CHATTANOOGA, Tenn., Union has adopted a machine scale of \$3.00 per night of eight hours.

THE Victoria, B. C., *Home Journal* has entered on its second year with bright prospects.

MR. J. R. McDADE, a newspaper man, was married recently in Regina, to Miss Jennie Coffay.

TORONTO Typo Union is assessing its members in the interests of the *Evening News* and Pittsburg strikers.

C. R. HUNN will represent the Buffalo Printing Ink Works in Ontario. He was in Toronto last week.

CHARLIE SMITH, of the *Globe* staff, has been elected first vice-president of the Young Men's Liberal Club of Toronto.

THE Presbyterian News Company has appointed Mr. J. A. Hawthorne, formerly of Montreal, as its business manager.

THE Tweed, Ont., *News* has changed hands. Mr. Will J. Taylor, formerly of Napanee, being editor and proprietor.

A SON of the late J. B. Traves will continue the publication of the Port Hope *Times*, the journal owned by the deceased.

MR. W. G. OSGOODBY, having disposed of the *Canadian Queen*, has floated a Saturday paper called the *Toronto Times*.

THE Hamilton *Spectator* has ordered four Mergenthalers. Mr. Southam will be satisfied if the operators average 3,000 ems per hour.

MR. JACKSON BLIZARD, well known in Toronto, is the hustling representative of the *American Mason* in Chicago and surrounding country.

MR. R. H. CLARKE, manager of the *Orange Sentinel*, Toronto, died recently. Deceased was a brother of E. F. Clarke, M.P.P., a former mayor of this city.

THE first issue of the Truro, N.S., *Weekly News* has been received. It is a newsy and well printed sheet of eight pages, and is published by Doane Bros.

MR. J. A. CURRIE, of the *Mail*, has his book of poems, entitled "A Quartette of Lovers," ready for issue. His poetic work is said to be of a high order.

A FORMER newspaper proprietor, Mr. W. T. R. Preston, who at one time owned the Port Hope *News*, has been appointed Librarian of the Ontario Parliamentary Library.

MR. NICHOLAS FLOOD DAVIS, M.P., has given up the management of the *Regina Leader*, his successor

being Mr. J. J. Young, who has been connected with the paper for some time.

"DON" Sheppard, of *Saturday Night*, Toronto, may get the nomination for the vacancy in the Legislature caused by the death of Mr. N. G. Bigelow. "Don" is a Conservative.

THE Potter Co. has put a new four roller press into Trout and Todd's job office, Toronto. This is the third press this firm has bought from the Potters during the past six years.

MR. E. A. MACDONALD, who has achieved some notoriety by advocating annexation with the United States, threatens to start an annexation organ in Toronto, to be called the *Sun*.

HARRY MAINPRICE, of the *Monetary Times*, sent specimens of his press work to the *Inland Printer*, and has received congratulations and the remark, "they are admirably executed."

DETROIT Union has proposed to give up all cuts, and in lieu thereof asks for the following increase: On morning papers, 42 cents; evening, 40 cents; weekly papers, 40 cents, and book offices, 37 cents.

AT a two hours' type-setting contest—the first in Australia—recently held in Melbourne, a compositor named Windsor took the prize of five guineas and a German silver stick, having set 5,427 ems minion.

THE Single Taxers in Toronto have two ardent supporters among the newspaper men. Mr. A. C. Campbell, of the *Star*, is president of the society, and Mr. Stewart Lyon, of the *Globe*, an enthusiastic member.

THE body of James W. Conrad Cox, said to be a New York writer, was found in the woods near Victoria, B. C., badly decomposed. A card found on the body stated that Cox was a translator of twenty-five languages.

COMPOSING sticks of celluloid and vulcanized rubber are now being used in Germany, while in France the metal aluminum is being utilized for the same purpose. The new sticks are said to be very much lighter than those made of iron or brass.

MR. ROBERTSON, of the *Evening Telegram*, Toronto, has been invited by a jury to pay Mrs. Obernier \$4,000 damages for publishing an alleged unfair version of a former hearing of a case in court between him and the lady. Mr. Robertson will appeal from the decision.

A DANCING assembly of a superior character, is conducted by members of Toronto Typo Union. Some of the more conservative members of the Union find fault with the new feature, albeit it is a money-making concern, and the promoters intend donating the profits to the Union.

WISE, one of the Mergenthaler operators in the

Globe is credited with turning out over 200,000 ems in a week, eight hours per day. The Mergenthaler operators are competing for a prize, hence Wise's big string. The other operators say he already resembles a nonpareil hair space.

MR. GEORGE A. KELLY, an old pioneer journalist, who had been connected with the large papers in England and Ireland, died in New Westminster, B.C., recently. He was seventy-five years of age, and had done business every day. At the time of his death he was city editor of the *Mainland Guardian*.

IN Ottawa recently the extremes of British colonial possessions clasped hands in the Russell house in the persons of Sir William Whiteway, Premier of Newfoundland; Hon. Mr. Davie, Premier of British Columbia, and Mr. John Coates, C.E., one of the proprietors of the Melbourne, Australia, *Evening Herald*.

THE *Evening News*, Toronto, pulled through the trouble with its compositors without any great annoyance. The machines in that office are handled by fair—not all female—operators, whose averages, if rumor is to be believed, run from 1,500 to 2,000 ems an hour. The typographical appearance of the paper could be better.

A PLATONIC discussion is taking place in Paris respecting the manner a letter ought to be picked up for stick use; should the compositor seize the type by the extremities, the middle or the notch? etc. Perhaps the majority of the printers pick up the letters in the form they most conveniently present themselves—nothing more natural.

OTTAWA Union has obtained control of the offices where machines were in operation and handled by non-unionists. The non-unionists were given 17c. per thousand, but the Union offered to do the work for 16c. The offer was accepted. It now transpires that the supposed non-unionists were members of the Union when the change was made.

TORONTO has now three exclusively evening papers, the *Star* being the latest addition. It was started presumably by the compositors who left the *Evening News*, and is edited by a former editor of the *News*, Mr. T. A. Gregg. The manager of the *Star* is Mr. Hocken, formerly foreman of the *News*. The *Star* hoisted the Union label over its editorial heading, and claims a circulation of from ten to twelve thousand daily. The paper is turned out in the *World* office.

THE *Evening Telegram*, of Toronto, is again a Union office. Several years ago Mr. J. Ross Robertson, proprietor of this paper, had a dispute with his compositors, which ended in the office being declared unfair. The recent deal was consummated by Mr.

Robertson giving his personal cheque for the initiation fee of all his comps., a sum ranging in the vicinity of \$150. This move by the *Telegram* is affecting the *News*, and is not too keenly appreciated by the *Star*.

MR. SHEPARD, the ex-president of the United Typothetae of America, is just recovering from a serious illness, that almost ended fatally. He is not yet able to leave the house. The many friends he has in Canada and the United States will be delighted to know that he will be able to be about again in a couple of months. That he is one of the most popular men in social, business and charitable circles in the city was shown by the great number of people who daily called at his residence, and the anxiety expressed regarding his condition.

THE Keystone Type Foundry, Philadelphia, owned by the Mather Mfg. Co., is not willing to sell out to the "Combine" nor will any proposition be entertained to go into the Trust. Writing to the PRINTER AND PUBLISHER the manager says:—"We have a large and profitable trade which is constantly increasing, and the most complete type founders' plant in the U.S. It is true it is not as old and antiquated as a good many of them, but for character of material and accuracy of workmanship we think our chances for making money are a great deal better out of the Trust than in it."

VERY few visitors come to Canada without being delighted with the country. Mr. John Coates, an eminent Australian engineer, was in Montreal last week. Says *The Star*: "Mr. Coates is also president of the City News Company in Melbourne, which publishes *The Evening Herald* and *The Weekly Times*. As a result of Mr. Coates' favorable impressions of Canada he expressed his determination to urge his Australian friends to aid in the projected direct line of steamers from Vancouver to Melbourne and Sydney." If Mr. Coates swings his papers into line the assistance will be very valuable.

TRADE CHAT

MR. C. D. BINGHAM, printer, whose office is in the *Empire Building*, Adelaide Street, has put in a new two-revolution Campbell pony press.

MR. WM. MEEK, the agent of the Babcock Press, has gone to Calgary, N.W.T. He will remain there some time with the Herald Publishing Co.

MR. GEORGE YOUNG, editor of the *Trenton Courier*, has purchased two new Gordon presses in order to do his jobbing work with greater despatch.

MESSRS. BROWN BROS., Stationers, who always carry a full line of printers' supplies, have just received a large shipment of wedding cabinets, programme cards, visiting cards, invitation and regret

cards. These are from leading English and American manufacturers, and the designs are fresh and strikingly artistic.

MR. A. F. RUTTER, of Warwick & Sons, on a recent visit to Chicago, was kindly received and shown the city and the Fair grounds by Mr. Conkey, the leading master printer of Chicago.

THE American papers have not yet ceased to say pleasant things about the Typotheta's entertainment in this city last August. Their memories seem to have been much impressed with Canadian warmth and hospitality.

WARWICK & SONS, Provincial Government printers, are very busy just now, but mostly on custom work. Their bindery is very busy also, and the whole establishment is worked to its utmost capacity. They report the busiest year of their business career.

MR. J. H. VIVIAN has become settled in his new quarters on Bay Street, and has set up his sample machine. He deals in all kinds of printers', lithographers', and bookbinders' machinery, new and second-hand. He is the Canadian agent for the Campbell Printing Press Manufacturing Co., of New York, and the Schriedewend & Lee Co., of Chicago.

MOST of the printers and publishers of Toronto are very much pleased to know that Sir John Thompson is Premier. He has always stood manfully by the rights of the printers and publishers in the matter of the Copyright Law. Now, the question is nearer a solution than it has been for twenty-five years, and if the new Premier stands as firmly as he has done when Minister of Justice, the matter will soon be solved, and that to the vindication of Canadian rights and interests.

MR. EDDY and Mr. Millen, of the E. B. Eddy Co., Hull, have been to Watertown, N.Y., to see how the Bagley & Sewall Co. are getting on with their new machine for fine Print and Book paper. They say that as soon as they get this machine in they will go extensively into the higher grades of paper making. The present machines and capacity are not adequate for the orders they have. They cannot turn from one kind of paper to another fast enough. They are carloads and carloads behind in their orders.

AMONG THE INVENTIONS

NICHOLAS G. DUFFY, of Charleston, S. C., has patented a proof press and a printer's galley; the latter requires no quoins or side-sticks, and is easily adjusted.

THE Chicago Matrix Company holds a patent for producing type-face impressions by successively impressed dies, and forming retreating offsets with rounded edges in the walls of the impressions.

THOMAS GIBSON, of London, England, has received a patent in the United States for a metal substitute for the large wooden type used in "poster" work. The type are in the form of thin plates adapted to be dovetailed upon permanent bases.

WM. A. FORCE, of Brooklyn, N.Y., has patented a composition for stereotype plates, consisting of two and one-half pounds of rubber, fourteen pounds two and one-half ounces each of plumbago, litharge and white lead, and six ounces of sulphur.

JAMES SLOCUM, of Holly, Michigan, has patented an improvement on the Rogers Typograph. It consists in so arranging the device that the spacers are automatically raised when the matrix frame is tilted back, thus doing away with one movement by the operator.

A NOVELTY in platen machines, under the name of the "Bremner Twin Platen" will shortly be brought out by the Messrs. Harrild, of London, Eng. The principal advantages claimed for the new machine are that it only occupies ten inches more space than the ordinary machine; that it costs something like twenty-five per cent. less than the price of two machines; that each part is totally distinct from the other; that for making ready the platen can be brought up almost flat, which is a considerable improvement, and that owing to the careful adjustment of the bed the treadling is the same as the ordinary platen.

L. G. HINE, of Washington, formerly of the Mergenthaler Company, holds a patent on a machine for producing type-bars. It is a type-setting machine of the class in which a series of matrices are set up in such a manner that they form part of a mould in which is cast a line ready to be locked up in the proof galley. It claims to be an improvement upon the well-known Mergenthaler Linotype machine, being more simple in its structure and capable of a higher speed both in assembling the matrices and in distributing them to the magazine. The three operations of assembling a set of matrices for one line of type, casting a line of type with the matrices already set up, and distributing another set of matrices after being used, all take place at the same time in different parts of the machine.

PIED.

The devil fell into the ink -
 Such a sight had never benzine!
 He was spotted and mottled
 And we thought he'd be throttled,
 When the foreman arrived on the scene.
 A gruesome sight was he also
 As he glared when the devil he spied,
 But he said with a grin, "You imp of sin,
 Its your turn now to be pied!"

—A.H.M., in *Inland Printer*

Correspondence.

IGNORANCE AS EXHIBITED IN NEWSPAPERS.

Editor Printer and Publisher:

SIR:—We boast, and justly so, of the superior educational system of Ontario, but our daily papers show that the system has not brought forth good fruit, if one may judge by the ignorance so frequently exhibited in their columns. I do not mean typographical errors, though these are far too numerous; but ignorance which should not find a place in a city paper. Here are some specimens:—

In last Saturday's *Empire* mention is made of Mrs. E. M. Braddon, the novelist.

In the *Globe* of the 5th inst., in a letter by a correspondent, there is a statement about "the Duncan and Scott Acts."

In a recent issue of the Stratford *Herald* mention was made of "Paul's appeal to the jailor Felix."

I could add many more, but these show that in each instance three persons at least were ignorant, namely, the writer, the compositor, and the proof-reader, to say nothing of the editor or his sub.

I venture to say that in no old country village weekly could such ignorance be found, and I think it is not to the credit of the newspaper press of Ontario that such a state of things exist.

PALMERSTON, Nov. 14, 1892

J. T. L.

CURIOUS NEWSPAPERS

THE most northerly newspaper in the world is the *Nord Kap*, which is published once a week at Hammerfest. The editor, one Peter Johansen, lives and works in a little wooden house, which like all the houses in Hammerfest, has a turf roof. As the *Nord Kap* receives no news through the telegraph, but only such as the port ship is able to bring, it is a long time before the folks of Hammerfest can learn what has been going on in the rest of the world. The news is generally about eight days old when it reaches the office, and as the newspaper is only printed once a week it is sometimes fourteen days before the news gets into print, and it is some days after this before the last copy has been delivered to subscribers. As late news is probably considered by the inhabitants to be better than no news, doubtless the *Nord Kap* is as popular as many of its contemporaries in more civilized localities.

Equally curious in its way is the *Mashonaland Herald and Zambesian Times*. The paper is the size of

a sheet of foolscap, and is not printed. The original writing of its contributors is reproduced by means of the hektograph. Mr. G. A. Sala says that he knows of a more remarkable journal than this published in some part of the Deccan. "This newspaper was published every morning, lithographed on a square of white cotton stuff. It had the advantage that after being perused in could be used as a pocket handkerchief, and in the evening this 'journal mouchoir' was returned to the local washer-men, who, after it had gone through the requisite lavatory processes, returned it to the newspaper office to be reissued to subscribers. Whether there was an *edition de luxe* lithographed on French cambric with lace borders, for the use of the ladies of the cantonment, I am not aware." Mr. Sala ought to know something about newspapers, but this Anglo-Indian publication reads somewhat like a fairy tale.

ADVERTISING

THE reader of the advertisements in a newspaper has the greater advantage in that he gets the most valuable and available information upon all questions of economic and general interest. He may not be able to tell you the score of the latest base ball match, but he can tell you where to buy the best and cheapest paraphernalia pertaining to the game. He may not be able to give the time of a noted speeder, but he may be able to tell you where to buy a horse that has a record. And so in every department of activity you will find the students of the advertising department, the local encyclopedia. From "a situation wanted" to a "farm for sale"; from a "notice" of a corporation meeting to an "announcement" of a church fair; from the price of a quart of onion sets to the latest figure in sugar; from the cost of a remnant of ribbon to a full dress pattern, he is a well spring of correct information. He can tell you where to buy a dog, and where the stray cow is; he can tell you where you can get a bargain in a house and lot, and where you can get all the belongings to fix up for a home, even to the extent of securing the home-maker and a full complement of help. He may tell you where you may find lost jewelry and may direct the police to the man who stole it. He may give information as to a lost child, or anything else in which humanity is interested. The advertising department of a newspaper is presumed to build up a newspaper establishment. In a certain sense it is so, but the advertisement would never amount to much if the news department were not so carefully conducted as to make the paper talked about and commented upon, and its circulation thereby so increased as to attract the patronage of advertisers. The principal benefits of the advertisements is in favor of the patrons of the newspaper. The careful, attentive reader of the advertisements

owes grateful thanks for the benefit advertisements bring him. They are a convenient directory to whatever line of inquiry he desires to pursue. The reader of a newspaper who skips the "ads" has not properly learned how to read a newspaper. To every reader there is news in one or another line.

AFFAIRS IN MONTREAL

THE month has not developed anything strikingly new in the printing business in Montreal, or in the branch of trade to which it is related. The larger printing establishments, especially those which are allied with one or the other of the city newspapers, report a business fully up to the average, but in the case of some of the smaller establishments, of which the number is great, the competition for trade must be pretty keen if a leading type-founder is to be believed, and he certainly ought to know. The work turned out has been of the sort usually characteristic of the season, calendars, almanacs, etc., constituting the bulk of it. Some of the productions are rather above the average, notably the calendars of several of the insurance companies, the typographical work of which is perfect, while the lithographic and wood cut designs are really artistic. This is a step in advance for formerly it has been notorious that Montreal was behind the procession when it came to high class lithographic and color work, which had to be executed somewhere else where the facilities were more advanced.

The paper market has not exhibited any further change since our last report. There is still talk of the combine, but the paper manufacturers here to whom your correspondent has spoken are put out with this title, which they hold creates an erroneous impression, and one not in accord with the actual facts of the case. Their customers hear of the combine and think that prices have been advanced, for the term combine usually tends to create the belief that prices are to be advanced. Now, the paper makers claim that they have not, but that rates on the various descriptions of paper have simply been equalized, and that as an actual matter of fact buyers are now getting some lines of paper cheaper than what they paid for them previous to the agreement and in fact they hold that the much talked of agreement, persistently miscalled a combine, is simply an understanding by which the makers agree to try and prevent cutting and underselling. That the paper trade have been successful in this seems certain, for one of the smaller firms, who from their position would be certain to hear of any cutting, stated that the agreement was working perfectly, and that the complaints since its inception, two months ago, had been few and unimportant. Of course some of their

customers had tried the usual "bluff" act, for investigation proved that it was bluff and nothing else. As a matter of fact buyers had really nothing to complain of, as the only lines of paper that were any higher were cheap printing paper, and brown wrapping paper, and now, to anyone well acquainted with the paper trade it was notorious that money had never been made on any of these lines previously and even now the margin was not unreasonable by any means, and with regard to the higher grades of paper there had really been no advances, in fact in some cases, as mentioned above, values were really lower. It may be said that several buyers who were interviewed admitted that the above about represented the position of affairs at present, but they still persist in maintaining their belief that a combine was either formed or in process of formation.

As to the volume of trade in paper during the month, the dimensions of business have been moderate. This is due partly to the fact that some buyers are uncertain how to act, while most of the large purchasers have contracted a considerable way ahead, and are out of the market at present.

As to the type-founders and printing ink dealers, they do not report much activity and there is no special feature to note in their case. In fact one of the leading type-founders complained that business was dull.

The condemnation of the *Canada Revue*, a periodical with strong radical, in fact atheistical, leanings, by the Roman Catholic bishops, has been one of the live topics in the newspaper world here. After the celebrated scandal which arose out of the relations between the wife of a leading French-Canadian lawyer and a priest who afterwards skipped to France, the journal named opened a vigorous campaign against what it termed the evil lives of the French Canadian priests. A warning issued by the Bishops was ignored entirely and the articles kept up and finally the faithful throughout the Province were prohibited by their various clergy from buying, reading, or even naming the offending paper. In response to this interdiction the paper came out with the statement that the condemnation was undeserved. It holds that it has asked the Bishops to point out the articles which they condemn and then goes on to repeat its demand that those whose presence is a blemish to the clergy be expelled from it. It is needless to say that the Bishops also ignore the request, and now the speculation among the fraternity of the pencil is whether the *Revue* will be able to live under such a handicap as this. It certainly has shown a fighting spirit, and seems to think that its accusations are well founded.

In the matter of the Burland Lithographic Co. in liquidation Mr. Duff proposed a final dividend sheet

from which documents it appears that after paying privileged claims the ordinary creditors will receive 27 1-10 cents on the dollar. The total receipts of the liquidation are \$62,108.97, of which \$43,491.69 are the proceeds of the sale by auction. The principal unsecured creditors were G. B. Burland, \$72,287.95, Toronto Paper Co., \$3,805.54, E. E. Sobel, London, Eng., \$1,717.43, Dominion Paper Co., \$784.04, A. Buntin & Son, \$551.24, and L. H. Pearce, \$500.00. It is interesting to note in this connection that G. B. Burland has sold the lithographic business which he purchased for \$20,563.00 to the British American Bank Note Co., in which he holds a controlling interest for the sum of \$60,000.00. It might be stated also that the ordinary creditors would not have been so fortunate as above outlined except for the fact that the privileged claim of C. B. Burland of \$32,127.83 for the rent, was reduced to \$20,563.28, as this latter sum represents the proceeds of the sale of the assets contained there. The balance of \$11,614.23 could only come under the ordinary claims.

NOTES

W. H. Cottingham & Co. are placing quite a lot of Manders Printing Inks with the trade here especially for color work.

The Dominion Type Foundry Co. have been appointed general agents for Canada of the American Type Founders Co.

Mr. A. Senecal, ex-Superintendent of the Government Printing Bureau at Ottawa, is now manager of *Le Monde* newspaper here.

Ald. Rolland, Chairman of Finance, and President of the Rolland Paper Co., has gone to England on a mission connected with the city's finances.

The firm of Gebhard & Berthiaume, lithographers, are dissolved, and the concern will shortly start up again under a new title, which has not been made public yet.

Mr. Thos. Moore, editor of *Land and Water*, and Mr. H. Drinkwater, of London, were in Montreal for a fortnight. They were on their way to the Pacific Coast.

Mr. H. Bragg has been appointed business representative of the *Empire* here. Mr. McLean, the former agent, goes to the Maritime Provinces which district he will have charge of.

Messrs. Belleau & Chartroud have bought out the printing firm of Poirier Bisette & Neville and have put in several fast presses. It is understood that they are going to print *La Presse* in future.

Mr. Chas. M. Ramsay, late of the Canada Paper Co., who has gone to Toronto to enter into business on his own account with Mr. Fred Richie, formerly

of the same company, in the manufacturing and finishing of special papers, was tendered a complimentary banquet at the Merchant's Exchange restaurant by way of farewell previous to his departure. There was quite a gathering of the boys and after a first-class menu had been discussed Mr. Ramsay was presented with a handsome travelling bag and dressing case. Mr. Ramsay feelingly replied, expressing his regret at leaving his friends in Montreal and so many happy associations. The Zingori Mandoline and Guitar Club, of which Mr. Ramsay was a most active member, performed several selections and altogether an enjoyable time was held.

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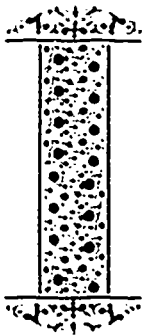
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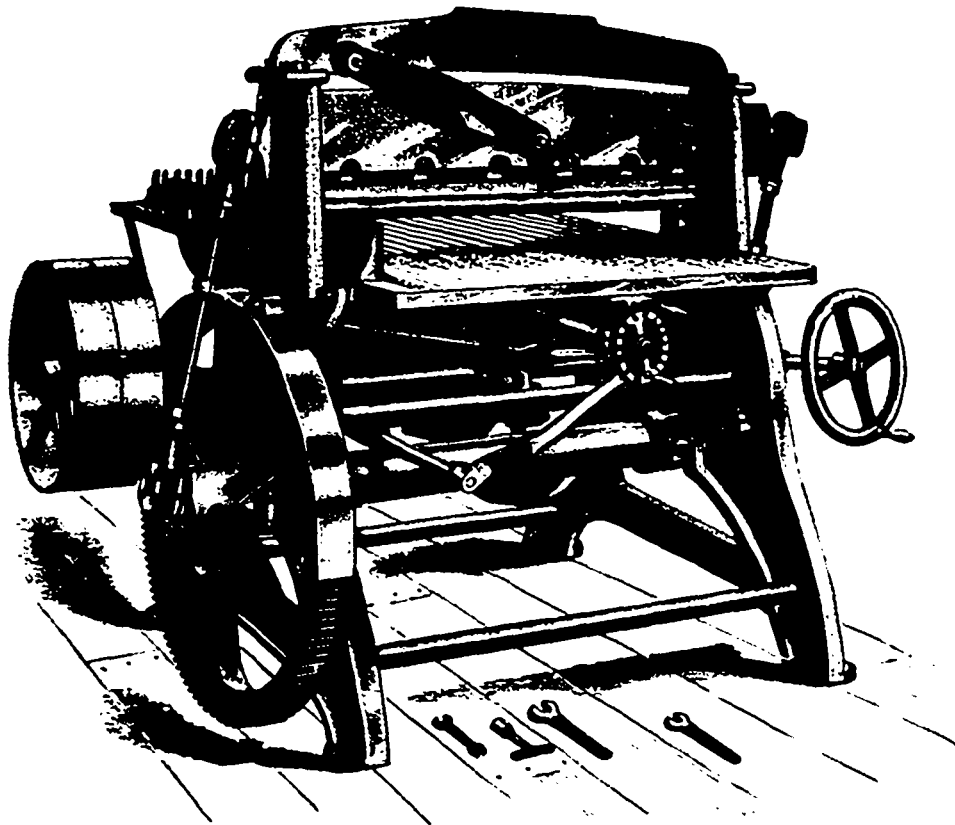
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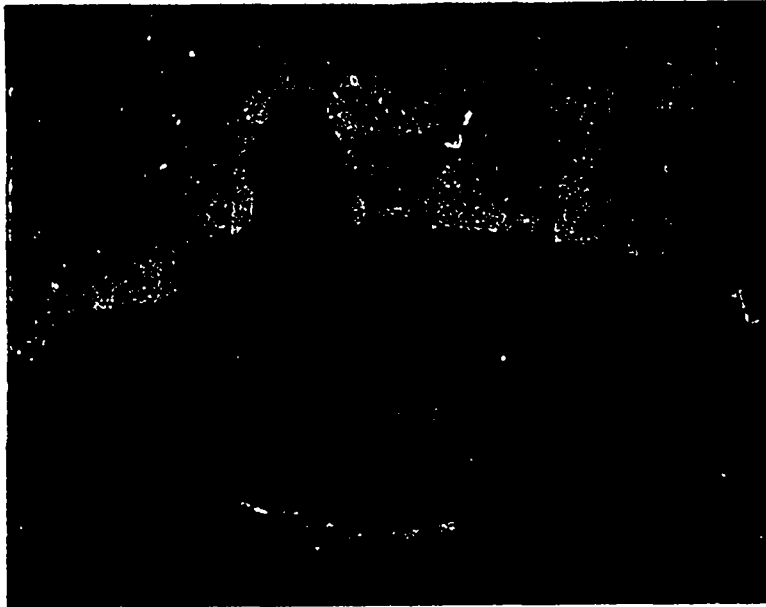
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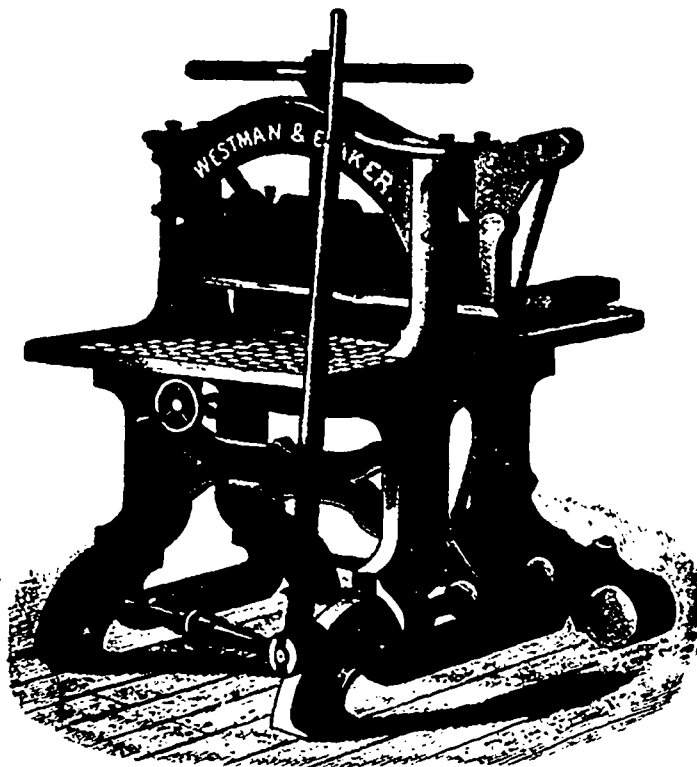
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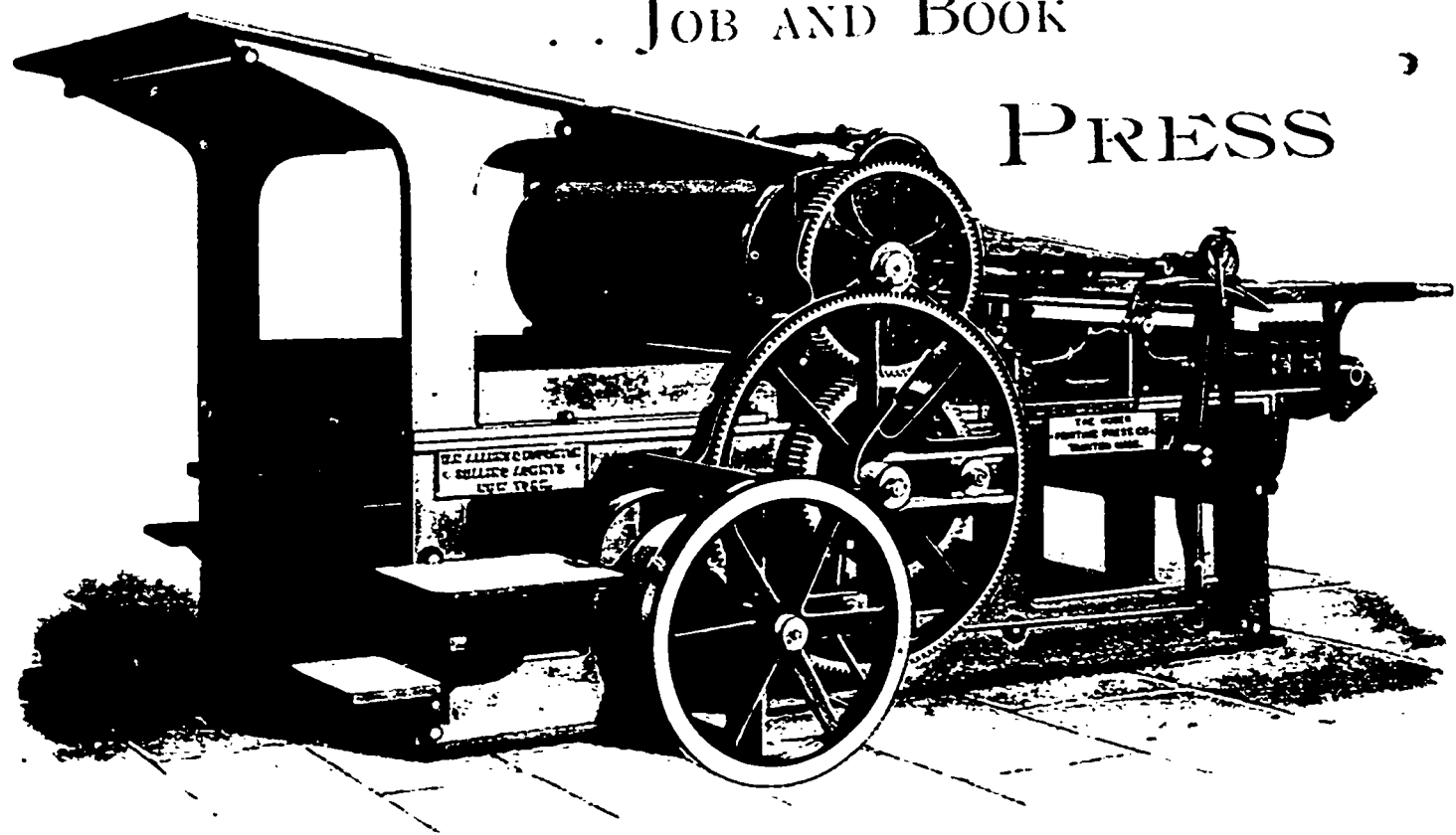
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2	12	12	12	12	12
3	14	14	14	14	14
4	16	16	16	16	16
5	18	18	18	18	18
6	20	20	20	20	20
7	22	22	22	22	22
8	24	24	24	24	24
9	26	26	26	26	26
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