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THE CANADIAN PRINTER & PUBLISHER

Vol. III. No. 9]

TORONTO, SEPTEMBER, 1894

\$2.00 PER YEAR.

BROWN & CARVER

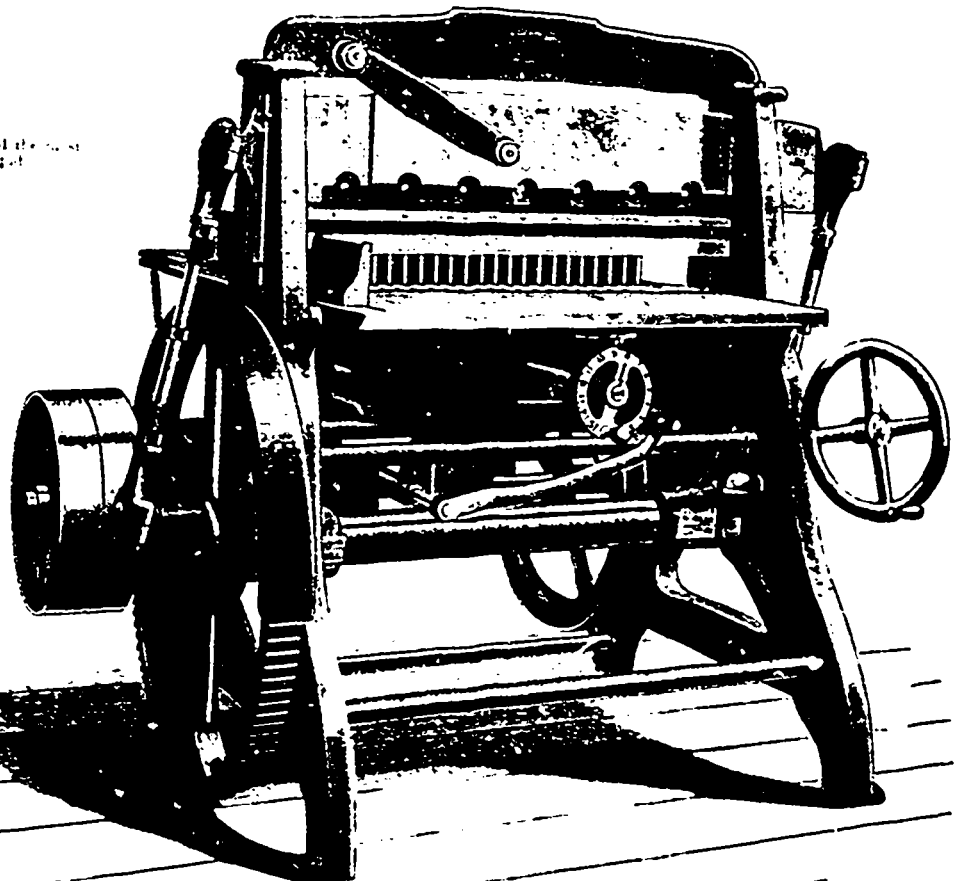
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Large Post, American	-	17	x	22
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Manufacturing and
Importing Stationers, etc.

TORONTO.

Printer AND Publisher.

VOL. III.—No. 9

TORONTO, SEPTEMBER, 1894

\$2.00 PER YEAR

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 copy 10c.

J. B. McLEAN,
President.

HUGH C. McLEAN,
Manager.

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THE COUNTRY NEWSPAPER
A VIEW OF ONTARIO'S WEEKLY
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THE INGERSOLL SUN.

The Ingersoll Sun man is keeping up with the times, and in consequence of the extra motion which he has succeeded in maintaining he has got into new premises. These are more commodious and convenient, and justly so, for a good paper is always worthy of a decent habitation.

But Mr. Bellamy has not stopped here. He has put in a new Potter drum cylinder press at a cost of some \$1,200. J. H. Vivian, of Toronto, made the sale. As a result the readers of the Sun can see a huge improvement in the paper, and the customers of the job department will, no doubt, see it also.

New type, new and specially engraved headings and sub-headings, and better paper are also being used. There are many printers in Canada who need to make such improvements, and whose need is much worse than was that of the Ingersoll Sun.

A COMPETITION.

In connection with an article on billheads on page seven of this issue, a prize is offered for the best sample of a statement head. The idea is to foster an exchange of ideas between job printers and to form a class for mutual education. With the co-operation of the members of the craft, this can be made very beneficial. The past courtesies of our readers lead us to look forward with confidence to a successful issue of this undertaking.

PROOFS IN COLORS.

To think that a job printer would do something original is decidedly jarring to the trade's conservative sensibilities, and when one is discovered at the business it is certainly just to the rest of the trade to expose him. The Poole Printing Co. were showing a proof of an advertisement the other day, in the centre of which was a cut of a box in perspective. The proof was run off in red ink, and the proofreader then took a brush and some yellow paint and tinted the top and front of the box just to show the increased effect produced by two colors. It looked exceedingly handsome, but such originality must be set upon or, goodness knows, half the printers will have to get out of business.

NEWFOUNDLAND JOURNALISM.

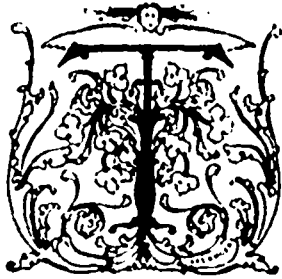
Journalists in Newfoundland seem to have sunken to the same depths as the politicians of Canada's sister colony. The editor who commits an assault or allows one to be committed on himself is sadly lacking in the dignity which is always the mark of the man who graces his calling. The newspaper profession generally has got past the pugilistic stage in all countries, except some of the Western States, and even there they are better than their reputation.

P. T. McGrath, editor of the Herald, was attacked a few days ago by a Whiteway supporter and badly beaten. Last autumn the same McGrath was assaulted by a man named Skiffington, and later by Sir Robert Thorburn's son. The latter beat him into insensibility with a club. Last June a member of the Assembly attacked him with a loaded horsewhip. This makes the fourth time he has been assaulted.

The weaker party is generally to be sympathized with, but not here. The man who causes his opponents to hate him rather than fear him is lacking in tact and judgment. From the reports to hand of these cases, McGrath seems to have persistently and mercilessly "nagged" his opponents in an exceeding personal manner.

SOME STATISTICS ON THE PULP TRADE.

By THE EDITOR.



THE wood pulp industry did not figure in the census of 1871, showing that it was then an unknown feature of Canada's manufacturing. In 1881 the invested capital amounted to \$92,000, the wages to \$15,720 and the product to \$63,300. With the census of 1891 came an enormous increase. The invested capital was \$21,600,997, the wages were \$292,099, and the value of the product was \$1,057,810. The product in 1891 was 261,155 cords. In the decade from 1881 to 1891, the capital invested has increased fifty-fold.

The exports of wood pulp have also shown a rapid and steady increase. The article did not appear in the Customs returns of 1889, but the subsequent years are as follows:

PULP EXPORTS.

Fiscal year of 1890	\$ 80,005
" " 1891	188,198
" " 1892	219,548
" " 1893	386,092

But still greater are the exports of wood for making pulp, as the following table will show

EXPORTS OF WOOD FOR PULP.

Fiscal year of	Export U.S.	Export Britain.
1893	\$454,253	\$1,640
" " 1892	355,393
" " 1891	280,619
" " 1890	168,180	400

This should, of course, be manufactured in Canada, but the Government has not seen fit to move in the matter. On the 22nd of September, 1892, an order of the Quebec Executive Council forbade any holder of a license to cut timber, to cut any cord if it were not made into shingles in the Province of Quebec. This is surely precedent enough. If the various Provincial governments would follow the same rule, there would be no trouble. But if the general authorities, that is the Federal Government, would move in the matter, it would be much better than trusting to seven smaller authorities.

The United States Government has changed the duty on pulp from \$2.50 on wood pulp, and \$6 or \$7 on chemical pulp, to a straight ad valorem duty of 10 per cent. Estimating the value of wood pulp per ton at \$14, the duty would thus be \$1.40 per ton. At \$45 per ton the duty on chemical pulp would be \$4.50 per ton. Thus it may be easily seen that the United States recognizes the value of this young trade. It knows that wood pulp manufacturing is yet in its infancy, that its growth will be rapid, and the country that controls it will be greatly enriched. It knows that by retaining a heavy duty it can prevent the growth of mills among the Canadian spruce forests, and force the manufacturers of it in the United States to give employment to thousands of United States laborers. Will the Canadian Government stand idly by and see Canada robbed of one of its most promising industries?

Of course, the free trader would say: "If the industry is a suitable one for the country, it will grow up in spite of adverse

tariffs." The man that says this tells something that he knows is untrue, or, if he thinks it true, something which is the result of a defective reasoning power. Tariffs are a nuisance always, and a necessity sometimes. But wherever they exist they affect trade and trade channels. Tariff legislation is something which must be studied apart from pure political economy and its absolute principles.

The forest area of Canada is very large, and its wood is very valuable. The last Statistical Year Book (1893) estimates Canada's area of forest and woodland at 3,315,647 square miles, or nearly two billion acres. This is probably an overestimate, but Canada has certainly a billion acres of forest. Now for some comparisons of areas:

	Acres of Forest.
Norway	19,288,626
Sweden	44,480,000
Belgium	1,243,507
Austria	24,172,360
Hungary	18,777,771
Russia	498,200,000
Canada	1,000,000,000

The manufacturing which Canada should encourage is that in which nature has best fitted her to excel. But, unfortunately, her legislators seem bound she shall excel in those for which nature has made no arrangements whatever. With a forest area like Canada possesses, the country should be full of turning wheels, buzzing saws and well-paid laborers in the lumber industry. Instead of that these forests are being depleted to keep busy the wheels and saws of other countries.

Last year Norway and Sweden sold in Great Britain 173,938 tons of wood pulp, the value of which was over \$4,000,000. Canada shipped 7,870 tons to Great Britain last year. It might be trebled in 1894, if the Government would meet tax with tax, and place Canadian pulp manufacturers in as favorable a position as their competitors in the Republic to the South.

The Bulletin du Musee Commercial says the year 1893 was a very favorable one in Norway for manufacturers of wood pulp, the prices on the average having been four kroner (4s. 5¹/₂d.) higher for wet pulp, and eight kroner (8s. 10²/₃d.) higher for dry than they were in the preceding year. Purchasers hastened to place their orders, and at the commencement of the year the quantities sold amounted to 130,000 tons. The demand having again increased, the wood pulp syndicate realized that the reduction of the production to the extent of 33¹/₃ per cent., which was primarily fixed upon, was too great, and at a meeting, which was held in May, the maximum reduction was fixed at 23¹/₃ per cent., but in spite of this prices continued to rise. Towards the end of the year small quantities which were available were sold at 55 kroner (£3 1s. 1¹/₂d.), and 100 kroner (£5 11s. 1²/₃d.) per ton respectively for pulp wet and dry.

For the current year the greater part of the production is already sold at remunerative prices. The improvement which has manifested itself in the Norwegian wood pulp industry has

led to the very considerable extension of the factories already existing and to the construction of new works in Norway and Sweden. The home consumption has remained almost stationary; in England the consumption has increased, and also in France. As regards Germany, this country imported in 1893 10,000 tons of Norwegian wood pulp more than in 1892, but this increase was in great measure due to the dryness of the season last year. At the present time there are 59 wood pulp

factories in Norway: of this number, one is engaged in the manufacture of casks, three manufacture cardboard, and ten paper. The quantity of wood pulp exported from Norwegian ports, that is to say, the Norwegian product, and a certain proportion of Swedish pulp, amounted in 1893 to 230,000 tons, as compared with 215,000 tons in 1892 and 207,000 tons in 1890. The above observations and figures all relate to mechanical wood pulp.



SOME GOOD YARNS.

SOME good yarns are going the rounds of the city newspaper fraternity, and are worthy of being read.

The first one is told of Geo. Warwick, of Warwick Bros. & Rutter. When Mr. Warwick was doing the World's Fair he had a party of friends to dinner one evening at a down-town restaurant. He was anxious to have them treated well, and was afraid to trust the waiter. His fertile brain suddenly gave him an idea. Drawing from his pocket a two-dollar bill, he tore it in two, and giving one half to the man, said to him: "Now, you wait on us properly, and you will get the other half when we are through." The scheme worked like a charm, and, it is said, has since been copyrighted by W. R. Calloway, he of the C.P.R., who has been known to do the same trick.

The second one is told of that bright youth who manages the Toronto Evening News Mr. Douglas. Mr. Douglas has a friend—his name is legion—who works off a joke on him occasionally. It is a way friends have. During the recent Provincial election somebody told Mr. Douglas that he was to be offered the nomination for South Toronto. He promptly telegraphed to Mr. Riordan, at Merriton, asking permission to accept the nomination, saying it would be a good thing for the paper. The consent was refused, and, it is said, that to make up for the loss of prestige to the paper, he organized a news-boys' picnic to the Island.

The next one has been in print before, under the heading, "How Aleck Got Square." Here it is:

Aleck Pirie, of the Dundas Banner, sauntered into Hamilton the other day and attended a concert by the 13th band, in company with John Robson Cameron, of the Spectator.

Alexander can talk the ear off John Robson on politics, but John Robson is away ahead of Alexander on music, and can hum an occasional verse from "John Brown's Body," "My Angel Mother's Grave," "Home Sweet Home," and other modern high-class songs.

Consequently when Aleck tried to trade off stale news about Ira Flatt's protest in North Wentworth for John Robson's spot information on the tunes the band was trying to play, Mr. Cameron insinuated that Mr. Pirie was getting the best of the deal.

At this Alexander looked hurt, but nobody noticed his pained expression, as looks of that kind are common at Hamilton band concerts.

"What do you call that?" queried Aleck, as the 13th struck up a fresh air.

"That," replied John Robson, "is 'The Death of Nelson.'"

"Ugh!" sighed Aleck, as he prepared to wend his way back to Dundas again, "what an awful death the poor man must have died."



A FEW THOUGHTS ON ADVERTISING.

By THE EDITOR.



IN the August Trade Press appears a letter from the Northwestern Miller, one of the best of American trade journals, scoring Geo. P. Rowell & Co. for their Rowell Directory Printers' Ink Ripans Tabule combination. They score Rowell because when a paper refuses to give a circulation he threatens to "accord" it a small circulation, and thus belittle it. It also deprecates Rowell's plan of published circulations in Printers' Ink, when these are not reliable. In a recent issue a list of milling journals is given. This list contains the names of two papers which were out of existence, and apparently the circulations were very inaccurate. The letter ends with an offer of \$250 to help defray the expenses of a test case as to whether G. P. Rowell has a "right to state circulation figures as facts, when they are merely his prejudiced fancies."

This Rowell directory business has been a serious trouble for a long time. As a compendium of the names of the newspapers it is very useful to patent medicine men—the men who pay about one-fifth regular rates. The local or provincial advertiser rarely uses it (in Canada), and the foreign advertiser is the only man who does. For this reason Canadian journals would do just as well to keep out of it altogether. The gam by going in is mighty small. If, however, Rowell would consent to put in the names of all the papers without circulation, there would be something in it. Those who used it would gain only information that was accurate, and its misleading features would be eliminated. But so long as it continues to give whatever puffed circulations publishers like to put on their papers, so long will it be merely an advertising scheme and not a directory.

It is this way. In a town there is a dishonest publisher and an honest one. The honest man has 3,000 of a circulation and so has the dishonest one. Both are asked for their circulation figures, and the dishonest one replies by next mail and sets the

amount at 5,000. Now the honest man, by experience, knows exactly what his competitor will do and should he send in his figures at the 3,000 mark, he will be bound to lose his business if the directory ever directs. He fails to send in any information, and Rowell guesses at it and places it anywhere from one to four thousand. This is where Mr. Rowell makes a mistake. All unsupplied information should be left out. Blanks are preferable to guesses.

There can be no denying that a newspaper directory of Canada and the United States is a desirable thing, but it should not be published by an advertising agency. When it is, it is sure to bear on its brow the mark of the beast. Colored inks may not be used in the printing of it, but the colorations are there, and the publisher of the fake journal is usually the man who succeeds in affecting these colorations.

Advertising agencies are objectionable in themselves from many points of view. They adopt some very ingenious, yet not ingenious, ways of securing space at 75 per cent. off regular rates. They have an advertisement of some patent medicine to occupy a space in a weekly which usually costs \$100 per year. They write out a cheque for \$25, and enclose it with the advertisement to the publisher, saying that the advertiser cannot afford to pay more than that amount for that space. The publisher fings that \$25 cheque very gingerly at first, then doubtfully, and finally, after thinking that he might as well have that as nothing, and that he is just in need of \$25, accepts it. He argues that he is only robbing his readers of a little plate matter, and it will not matter. But once he has accepted such a rate, he will never get any higher. His record is made and placed on file, to be used against him so long as he remains in business.



QUEER THINGS AROUND.

By S. C. L.



HOWEVER pleasant a business man may be, however jolly his conversation, however numerous and taking his yarns, he needs something more substantial to win him the confidence of his trade. The printer must know his business so that he can make suggestions to all his customers as to the proper methods to be

used by them in setting up their circulars, their billheads, letterheads, etc. He must be an artist, capable of showing a method of putting in ink the half-formed idea that his customer has brought to him to be developed. In order to do this he must make a careful study of good printing as seen in the products of the best printing offices and as seen in the trade journals of the day.



His sample book should have a carefully arranged set of samples showing model billheads, model statements, model business cards, programmes, etc. Each class should be kept by itself, that is all the billheads together, all the wedding announcements in the one part of the book, etc. Such a sample book will cost about \$3 to start with, besides all the trouble of pasting samples of everything that is worthy of a

The newspaper that can conduct its business without appealing to any advertising agency for business is lucky and fortunate. Indeed it is often a mark of great wisdom. Local news and local advertising only are the one source from which sustentation can be expected. The newspaper half full of doubtful patent medicine advertisements at one-quarter regular rates, is not fit to enter the clear atmosphere of the pious home. Moreover, its lack of suitable reading matter and abundant local news causes it to lose more in subscriptions and local advertisements than would pay twice over for all the advertising agency advertisements at cut rates.

Of course, when these contracts can be procured at not less than 25 per cent. off regular rates, and if the advertisements are not of a doubtful character, it would be folly to refuse them. Some cases might arise when it would be unwise, but so far as the city daily and the local weekly are concerned, these cases would be infrequent.

Local advertising is capable of very large development. Any publisher can by counsel and example educate his advertisers to write taking advertisements. He can, moreover, educate his readers by strategy, and carefully calculated make-ups, to read the advertisements. With this double-barrelled gun he can secure double the supply of game. The education of patrons and readers is something to which publishers give, perhaps, too little attention. A publisher in Western Ontario speaking on this point, recently, remarked that the purchase of some dozen copies of a monthly advertising journal for gratuitous distribution among the merchants of that town, doubled his advertising patronage in two years. This is something which every publisher should bear in mind.

place. But the benefit flowing from it is wonderful, even in a town of 1,000 inhabitants. Every time a customer goes through that book he is educated to have better printing done, and he soon becomes willing to pay \$4 a thousand for the printing of his letterheads, where before he wanted it done for \$1.50. Moreover it educates the printer himself. Standing on the rounds of the ladder that he has already reached, he climbs to greater heights of artistic perfection. His strength draws him up.



A friend of mine, a printer in a city, has a large case of drawers, each of which is divided into four compartments, and in each compartment is kept a certain line of samples of his printing. All these compartments are numbered and labelled, and on the top of the box is an index to the various kinds of samples contained therein. He says it saves him enough time each week to pay the original cost. He is a busy man, and does a huge job business. For my own small business I find an invoice book with a leather back, size 12 x 18, to be just the thing. I keep only samples of my best work.



But I have drifted far afield of what I intended to say at first. The man who runs a newspaper and job printing business in connection will, besides what has been suggested above, need to be a man of great education and varied accomplishments.

First of all he must be a weather prophet of no mean dimensions, being careful to predict just the opposite of what Prof. Wiggins does. He must be a baseball enthusiast (for further information write to Joe Clark, of Toronto Saturday Night.) He must know all about the creamery and cheese business (write Andrew Pattullo, Woodstock). He must be well posted on dogs (write Andrew Laidlaw, Guelph). He must know all about the highest workings of some secret society (write John Ross Robertson, Toronto). He must be a society man among the best classes in town, and know the latest improvements over Hoyle's rules for whist (write J. S. Brierly, St. Thomas). He must be capable of governing the town when his turn comes (write R. Holmes, Clinton). If there is a regiment in the city, he must be connected with it (write L. W. Shannon, Kingston). When he goes to Hamilton he must appreciate the "13th Band" or be written up (write A. F. Pirie, Dundas). In fact he must be familiar with and well versed in all the movements, the sympathies and the prejudices of the society in which he lives, moves and has his being. He must be a veritable encyclopædia of information about every industry, every society and every individual in his municipality.

* * *

But there are other higher attainments which he must possess. I have been much struck during the past six months and perhaps the same thing may have struck the readers of PRINTER AND PUBLISHER years ago with the varied attainments of the leading British statesmen. I knew that Gladstone was a great man, for I read it in the Globe, but I was not aware, until during the last few months, that Balfour and Salisbury were scholars of no small calibre. Forsooth, this has been noticeable for some years, but I had failed to notice it. Mr. Balfour sets himself up as knowing something about socialism, and talks glibly of "collectivism," "individualism," and "socialism." Mr. Salisbury points out for the benefit of the British Association some unsolved problems, especially that very great one which defies biologists: "What force is it that makes the ordinary earthy part of animals or vegetables do obedience to it—What is that which we call Vital Force?" Even in Canada we have some men who are really statesmen. Perhaps the best example is Hon. David Mills, who discourses in a most learned way on Evolution, and International questions. The publisher of a newspaper must be built after such models. His knowledge of all the questions of the day must be such knowledge as comes from a broad education and from a careful perusal of the best articles in the leading magazines.

* * *

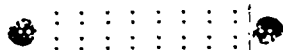
Some will say that this ideal is too high for a country publisher. Perhaps it is. But I was glad to see the way the editor lashed into us fellows in the August PRINTER AND PUBLISHER, in his leader, "Shooting Over Their Heads." The publishers of newspapers in Canada have ideals which are too low altogether. I have long felt the debasing influences of a monotonous exist-

ence, and have had long battles to keep myself from grovelling in the dust of living for three meals a day. To resolve not to live to eat, but to eat to live, has had a most beneficial effect upon me; and I give my experience just as willingly as if I had been cured by Dr. Williams' Pink Pills.

* * *

One of the queerest things around lately is a news paragraph from The British and Colonial Stationer and Printer, which has been sent me by a friend. I suppose the facts are O.K., for there is a Broadview in Assiniboua Territory. However, the paragraph will make the many prosperous journalists of Manitoba and the Territories smile down to the bottom of their vests. It should be an especially good paragraph for Nicholas Flood Davin, and I hope to see it reproduced in the Regina Leader, from whence it will undoubtedly work its way to the Parliamentary reports of next session. Here is the par.:

"A PRESSMAN ON THE PRAIRIE. Two years ago Thomas Powell, reporter, left Preston for America, and began farming on the prairie in the great Northwest Territory. His experience goes to prove that the prairie is not the place for pressmen, as they don't make good farmers. Mr. Powell took a farm at Cotham, near Broadview, and in the first year contrived to lose all his little capital, saved in England by long denial of many comforts, and earned by assiduous work. Therefore he abandoned farming, and got an appointment as shorthand writer in a money-lender's office, at Grenfel, where he had not only to sweep out the office, but was also expected to milk the cows. Being unequal to the latter duty he left. Just at that time a newspaper was started at Broadview, a town of not quite fifty houses and nearly a hundred inhabitants, including women and children, and Powell was appointed manager, editor, sub editor, reporter, compositor, machinist, printer's devil, and office boy of the Broadview Sentinel. In short, he is the sole and complete staff of the paper, two pages of which, however, are printed at Winnipeg. The total circulation is 125 per week. For filling the above plurality of offices Mr. Powell gets nearly 30s. a week, which amount is subscribed by four shopkeepers, one horsedealer, and the proprietor of the drinking saloon, who each pay four dollars a month. The other expenses of the paper are met "anyhow." But as these many offices and meagre pay are not enough to keep the pot boiling for the family, Powell has been assisted in other ways, for there is a good deal of help-one another feeling on the prairie. Mrs. Powell is employed at the railway station dining-room, and the eldest son, who is a good shorthand writer, is a farm hand at nearly half the wages of an agricultural laborer in England. From these three sources the necessaries of life are periodically forwarded to the younger son, who still sticks to the farm, trying what he can do with a plough and a yoke of oxen. The Northwest Territory seems to be a queer place, and Mr. Powell is having some queer experiences. The emigration agents should get him to write a pamphlet."



SAMPLE BILL HEADS.
Set by Aptel Bros., Toronto.



Toronto,

189

Bought of Robert Platts

ACCOUNTS RENDERED MONTHLY
8 PER CENT. INTEREST ON OVERDUE ACCOUNTS

* * Merchant Tailor *

HENRY WRIGHT

40 WELLINGTON ST. EAST

ERNEST H. COPP

TELEPHONE 2662

Toronto,

189

Ernest H. Copp
Wright & Copp

Importers and Manufacturers' Agents

GROCCERS' SPECIALTIES, ETC.

ESTABLISHED 1850.

The Kang Tanning Co., Ltd.

HARNNESS LEATHER

TANNERS,

Berlin.

189

Accounts payable must
be paid within five days
of date of bill.

Sold to

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POINTERS FOR THE JOB PRINTER.

By Tim Farlow.



BEFORE a job printer starts to do any given piece of work he should have certain elementary or fundamental ideas in his mind. Suppose, for example, he starts to set up a billhead, of which three samples are to be found on the opposite page. He must decide, in the first place, on the form, of which there are two distinct varieties in these

samples. The main difference between the two forms is the position of the space for the written name. The name in the newest billheads is brought down close to the base of the heading, so as to have all the writing close together, which facilitates the bookkeeper's time, and also makes it more suitable for copying. But the form must be decided upon in a general way by the customer. The new form will often prove pleasing, merely because it is a change.

The next point to be settled is what shall be the leading kind of type. Some men like a fancy type, others a script, and others a plain black face of ordinary dimensions. These three are illustrated here. The customer must be shown three samples, or as many more as may seem necessary, and asked to decide on a particular kind of leading type. This done the rest remains with the printer.

There is one fundamental rule, however, which must be borne in mind, and that is that too much matter spoils the appearance of the most artistic type and the most carefully arranged head. If a customer brings in a peck measure of stuff to be put in type in a billhead space, he should be gently counselled to strike part of it out. Most printers say, "Oh, well, it is none of my funeral." This is wrong. Every job printer is interested in having every piece of work that goes out from his establishment look neat. The customer does not know any better perhaps, and when the goods are delivered to him he is not satisfied. A day or two afterwards he gets from some of the persons with whom he has business dealings a most charming account head, and he becomes jealous and loses his faith in his printer. True, the printer only did what he was told to do. But then blind obedience is not always a virtue. In many cases it is a disastrous vice.

The three samples shown here are not the prettiest that Apted Bros. have set, but were chosen because every job printing office in Canada, no matter how small, should have all the type, or equivalent type, shown here. The designs are not intricate, the type plain, and the whole effect is simple. In most job offices the striving after very complicated effects leads to botch work. Simplicity is nature's charm, and with it in view the job printer will never attempt to produce something which is palpably beyond his powers.

After having set up and properly adjusted the heading, the next thing is to show revise proofs. For heaven's sake, do not run your proofs off on the worst paper you can buy. Do not use wrapping paper or straw paper. Use good paper and take your proofs carefully. A light tissue does very well, as it absorbs the ink even if it is put on in a very light coat. If this is not used, use a good quality of book. It costs money, certainly, but with care the expense will be covered by the results. The customer should always have a proof, and that proof a dainty one. Thus no doubts will arise in his mind as to the appearance of the job when finished, and he will be bothered by no troublesome dreams during the finishing of the job. He will have no preconceived prejudices about the finished appearances.

Lastly, do careful press work and use decent ink. Do not attempt to save ten cents on these two items, and make the work look a dollar cheaper. That is a pickaninny business into which too many of the craft fall.

Next month we hope to present our readers with some samples of statement heads, and in view of this offer a year's subscription to the job printer sending us the best sample of a statement that he has printed for one of his customers in the usual way. That is, it must be a sample of the work he has done, not of the work he could do if he tried samples to reach this office not later than September 25th. The two best will be reproduced in the October issue of this journal, and the printers given full credit for the same. In the following month, a similar competition will be held for business cards.

A hearty co operation on the part of the craft would make this feature a great means of education for the readers of this journal. Criticisms and suggestions will be heartily welcomed.



THE NEWSPAPER FEMALE.

A TORONTO Telegram writer gets bang a-agry with the newspaper female and says:

"Woman, lovely woman, is needed in the newspaper business to gently turn the edge of editorial bitterness and breathe her own kindly spirit into all the utterances of every well-conducted journal.

"Heads form theories that the feet kick holes in. Profession is formed by hope, and practice by the force of our fallen nature. The professions of woman in journalism are in keeping with her high and holy mission, but her practices coincide with instincts that may be lofty or may be low.

"A woman who writes for a morning paper has just given an example of the thoughtful tenderness, the sweet gentility, the

lady-like kindness which are said to be characteristic of the newspaper woman.

"She visited a summer resort not far from Toronto. Not on mere pleasure bent was she. Ah, no! Her business was Professional with a capital P. The waiter girl displeased her. The girl may have been tired or overworked, or perhaps she neglected the August visitor to attend to guests who were less obviously superior.

"A newspaper man would have probably had tact enough to get good service from the waiter. At all events he would not have avenged his wrongs in print, but not so the newspaper woman. That unfortunate waiter girl was pilloried in the woman's column. Her personal appearance was referred to in

terms that would be offensive even if the newspaper deity whom she had offended was a Mrs. Langtry.

"An incident like this, trifling as it may be, is evidence that women can be mean upon provocation that would not stir a man. Individual character determines the quality of woman's influence in journalism, in politics, or in anything else. If the individual be noble, the influence will be good; if the individual be otherwise, the influence will be ordinary."

We are inclined to agree with the writer that a woman is

very apt to become vindictive when she is, or thinks she is, trampled upon. But while this may be a usual characteristic, it is by no means a necessary one, and should not be sufficient to keep women out of journalism. In it there is a certain sphere in which she can, with equal abilities, do more suitable work - simply because she is a female. On the large Toronto papers to-day, some half-a-dozen women are doing genuinely good work; and if mistakes are made at times, time must be trusted to for the elimination of the objectionable features.

A FOUNDER OF THE C.P.A.

ONE of the founders of the Canadian Press Association has passed away. Dougall MacDougall was one of the assistants of Wm. Gillespie, editor of the Hamilton Spectator, in his successful efforts, in 1859, to found an association which would be representative of the newspaper fraternity of the Province of Ontario. In 1862 he was president of the association, and filled the office with such satisfaction that it grew remarkably during that year.

Mr. MacDougall died in Berlin, Ont., on August 28th, in the seventieth year of his age. For over two years he had been in declining health, and during the past month it could be readily seen that the candle had burned down nearly to the socket. But his life was a light which brightened the Province in which he lived, the profession of which he was a leading member, and the hearts of the many friends that his kindly disposition, his broad charity and his excellent parts had won him.

Mr. MacDougall, though born in Scotland, was educated in Toronto, and afterwards was with the publishing house of Rowsell & Thompson. Soon he embarked in journal-



DOUGALL MACDOUGALL.

ism on his own account as editor and publisher of the Canadian Family Herald. With his journalistic abilities he combined the ability of a ready and popular speaker. He was remarkably well informed on general matters, and contributed to the Toronto Globe in its earlier years, was editorially connected with the Hamilton Journal and Express, and also with the Hamilton Banner, and was editor and joint owner of the Hastings Chronicle, published at Belleville, and subsequently editor of the Kent Advertiser, published at Chatham.

In 1856 he removed to Berlin, where he became proprietor and editor of the Berlin Telegraph and German Canadian, the latter being the first German Liberal newspaper published in Canada.

He was in 1862 appointed registrar of Waterloo, by the Sandfield Macdonald Government, although politically opposed to that administration. His appointment was recommended unanimously by the County Council, and was approved of by men of all parties. He filled this office until about three years ago, when he resigned. Mr. MacDougall was never married; his nearest relatives are his two sisters, Mrs. King, mother of John King, Q.C., and Miss Flora MacDougall.

SPECIAL MONTREAL NEWS.

THIS month under review has not furnished anything of very special interest in the printing or paper business. It is worthy of note, however, that all the paper mills are full of orders, in several instances running overtime. The goods they are engaged in are news print, book paper, colored covers and writing papers, but largely the three former descriptions. The inference from this is that the printing offices are beginning to experience more active trade, and investigation shows that they are, though the improvement is not very appreciable as yet. A change for the better is certainly wanted, for they have had a very dull time of it. Now, however, many of the leading establishments are commencing to be busy on some of their regular fall contract work, such as patent medicine almanacs, etc.

W. D. Gillean, of the Canada Paper Company, states that the company's mills at Windsor, Que., are now working on all

the orders they can attend to, in fact they are compelled to run night and day. The bulk of the goods being turned out at present is news print, book paper, and colored covers, but there are quite a few orders coming in for writing paper as well.

The Rolland Paper Co. mills, at St. Jerome, are now running overtime on orders. J. B. Rolland & Sons, the Montreal agents, state that the company has about equalled its average season's business.

The city during the past few weeks has had a regular convention fever, there being no less than four large and important gatherings in that line. All this, taken with the arrival of a large fleet of warships, has given the members of the local city press a very busy time. It has to be admitted that they handled the work well, and that allowing for a slight tendency to flop over manifested by one of the morning and one of the evening English dailies, the matter served up to the public was readable and

conceal. A good deal of this matter was profusely illustrated, but the less said about these illustrations the better.

When it is a question of news, nothing is sacred to the North American newspaper man. One of the officers of H.M.S. Partridge in a confidential moment spoke freely on the past record of that ship to a local scribe. The latter did not trot out the everlasting note book that amateurs so dote on, or anything of that sort, but the following morning the gallant son of Neptune read with surprise a lengthy sketch of all the facts he had been talking about so feelingly. As the captain had not been asked for any information there was considerable curiosity as to its source, but the paper never said a word, and no one was the wiser.

The local typographical Union held its annual picnic the other week, and the knights of the stick had a "fat" day of it. The weather was all that could be desired, and the boys came back tired but happy in the evening without "pieing" anything. The objective point was Ste. Rose, and an attractive programme of games was arranged for the occasion, the success of which was due to Messrs. W. Kydd, D. Smith, L. Z. Boudreau, C. Hudson, J. Malone, J. Wilson and J. B. Mack.

Following are the results of the games:

Putting 16-lb. shot, open -1. Whitty, 35 ft. 6 in.; 2. Pelletier, 35 ft. 4 in.

Putting 10-lb. shot, open to members in good standing M.T.U. -1. Moyse, 27 ft. 10 in.; 2. Fraser, 27 ft. 8 in.; 3. H. Arthurs, 27 ft.

Running hop, step and jump, open -1. P. Whitty, 40 ft.; 2. McCuaig, 39 ft. 11 in.

Running hop, step and jump, open to members in good standing of M.T.U. -1. H. Arthurs, 37 ft. 4 in.; 2. J. Donovan, 39 ft. 7 in.; 3. F. Watson, 34 ft. 2 in.

100 yards, open to apprentices two years or less at the business -1. W. Hughes; 2. H. Brine; 3. B. Gange.

440 yards, open -1. Gillespie; 2. J. Tees.

100 yards, open to members in good standing of M.T.U. -1. A. Reid; 2. L. Fraser; 3. Watson.

100 yards, open -1. J. Tees; 2. George McEwan.

440 yards, open to members in good standing -1. A. Reid; 2. L. Fraser; 3. F. Watson.

50 yards, wives of members in good standing -1. Mrs. L. Fraser; 2. Mrs. Stalker; 3. Mrs. O'Connor.

100 yards, apprentices four years or less at the business -1. A. Cathcart; 2. J. Furlong; 3. W. Hughes.

220 yards, open to members in good standing of any labor organization -1. A. Reid; 2. Cunningham.

50 yards, open to young ladies -1. Miss R. McFivoy; 2. Miss E. Ross; 3. Miss A. Rolston.

100 yards, members' daughters under 15 years -1. Miss E. Bradley; 2. Miss J. Bradley; 3. Miss I. Reid.

Pressmen's race, open to members of Pressmen's Union No. 52 -1. Cunningham; 2. J. Paquette; 3. McGuigan.

Committee race, 100 yards -1. Mack; 2. Stalker; 3. Smith.

THE COUNTRY NEWSPAPER.

CONTRAST BETWEEN THE LIFE OF THE CITY EDITOR AND THE COUNTRY EDITOR--THE LATTER AS IDEAL SITUATION.

THERE is no denying the fact that the majority of men who enter journalism, from the least of country editors to the greatest of metropolitan journalists, are drawn into the work through motives of ambition, says Forrest Crissey in the *Inland Printer*, for the rewards of newspaper work, in any line, are too meagre in a financial way to be an inducement to those who are looking solely or mainly to the money return.

If a consensus of opinions held by men who have served years in all the varied positions necessary to the making of a great city paper could be had, I venture to say there would be few, if any, which would dissent from the proposition that the country, or at least the provincial newspaper, offers the best field for newspaper ambition.

The young man who starts a country newspaper seems universally filled with dreams of the time when he shall leave his insignificant beginning behind him, and help to mold popular opinion for the great masses through the medium of the great metropolitan daily, which he reads with envious eye. Very often he realizes to a certain extent his dream, but as surely as he finds himself in the position which has been the goal of his ambition, so surely does he find it to be an empty disappointment.

He discovers himself to be a mere cog in a great wheel, and a very unstable cog at that, for "he knoweth not the hour in which his master cometh," the day when the axe will fall, the Tuesday morning on which he will receive a note, charming in

its brevity, the burden of which is: "Your services are no longer required."

The insecurity of service upon a metropolitan newspaper is appalling, and each year witnesses a broadening of its sway. The number of editors in newspaper positions who are under contract, or who feel no anxiety regarding the term of their services, is infinitesimal compared to the whole number employed; in fact, it has come to the point where only men of national reputation, whose names are as much a consideration to the proprietor of the paper upon which they are engaged as are their actual services, are the only men who can hope to obtain contracts.

On the "local staff," that is to say, in the realm of the reporter, one soon ceases to have any anxiety as to when his turn will come to step out, for the reason that he considers it as simply a question of time, and is only surprised when his head has not rolled off and he knows that he has another week of service ahead of him.

But the most alarming feature of work upon the big daily is the fear of growing old in the business for it has long since ceased to be called a profession, except by college students, and those who know nothing about its grim actualities.

When the "push" and the "ginger" of youth is gone from the man upon the reporter's staff, he knows that there is nothing that can save him from being thrust out upon the cold world, excepting a "pull" strong enough to secure him a seat

at the exchange desk, or some of the very few lines of special work where agility of mind and limb are not prime requisites.

Sometimes a man is fortunate enough to acquire knowledge on certain lines valuable enough to keep him from the universal fate when he can no longer hustle. He may be able to "do politics," or may have acquired so wide and valuable an acquaintance among "old timers" that the paper sees its way to give him a meagre living in return for the knowledge which it has taken him years of the most active and unremitting labor to acquire.

The chances, however, are considerably against this, and sprightliness of legs is as universal and essential a requirement in the local room as is sprightliness of mind or pen. The ghost of coming old age is in the closet of every local room, and, for that matter, every editorial room.

One of the most pathetic figures to be seen in a big city is the "old reporter," who is still trying to keep up with the young men and ward off the fatal day when he will be forced out of the ranks of active workers. Unlike even the betrayer of the Saviour, he then finds that there has been no place prepared for him.

In contrast to this situation, which has been mildly drawn, let us look at the country newspaper, the rewards and the opportunities which it offers.

Independence, individuality, honor and an indefinite tenure of service are among the most alluring of these. Here the man of the most modest means—and in some cases of no means at all—may become his own master, or at worst his own slave, which is infinitely better than being someone else's slave, under the lash of a hired taskmaster—which is the best thing that can be said of service upon the big city daily.

If he has a spark of originality or talent he has an open field for its exercise, and no blue pencilled "copy-reader" to hew his work down to the requirements of a cast-iron "policy," and nip the promise of originality in the bud as promptly as a council of Parnassian elders would pluck a heresy.

The positions in the esteem of the community held by the editor of an average country paper, and the average worker on the staff of the metropolitan daily are not comparable. The former is universally recognized as an important factor in the social and political life of the community, and it is his own fault if he is not a leading factor.

The social standing of the city newspaper man, in nine cases out of ten, may be accurately described as a cipher. Perhaps the very nature, and especially the hours of his work, account very largely for this. They peremptorily deny him any participation in social life. The same is also true, in a large degree, regarding political preferment.

A chance slip may possibly put it in his power to unmake an alderman, a judge or a governor, but the chances are against it. And if he does, *oui hono?* What does it profit him? Nothing, or so near to nothing that he will never be able to distinguish the difference.

If there is any profit in the transaction it seldom gets higher than the counting room. He has simply done his work as a cog in the big machine. The only honor which he enjoys is to be envied by those in positions under him and hated by those above him, who fear that he may ultimately displace them.

The only honor? No! When he goes back to the old country home to spend Christmas, if he is lucky enough to get

so long a holiday, he is received with no small blast of trumpets by the country editor and his sympathetic constituency.

Age has no fears for the country editor, other than those common to all humanity. The longer he has been identified with the community, the broader and closer is his hold upon the people which compose it. Years strengthen rather than weaken his grasp upon the vital sources of income and influence.

In the meantime he lives—not as a floating nonentity, but as a permanent and established factor in community life—and in most cases he enjoys comforts to which the city newspaper man, though the latter may receive twice his income, is a stranger.

He may have a home in which he is something more than an occasional caller, a late nocturnal visitor.

If the country editor has literary talents, as many of them have, his situation is ideal, as compared with that of the city newspaper man, for the realization of his hopes. Freedom is the great essential in literary work, and this he may have to a broad degree, for his work is such as may be delegated to others at a profit on their labor.

Moreover, he comes in close contact with those about him. He "rubs elbows" with them, as the expressive saying goes; and may enjoy a peace and leisure for character study, and the working out of that which is in him, which is an impossibility to the metropolitan newspaper slave, who owns neither his hours nor his soul, and who is possessed by the chronic fever of unrest, which renders him a hopeless exile to habits of thoughtfulness and contemplation.

This spirit of intemperate craving for artificial excitement is the one thing which prevents many a jaded city newspaper worker from going back to oft-envied "green pastures" of country newspaper life.

A VIEW OF ONTARIO'S WEEKLIES.

THE Toronto Telegram says: "One sign of national progress is the improvement in the quality of the country papers. Perhaps American commonwealths, equal in population to Ontario, have more papers, but no American state is served by a weekly press equalling in merit the weekly papers in Ontario.

"The improvement is in the spirit and purpose of the journals rather than in the typographical appearance, which was always good. The increasing attention which these journals are giving to the life that is being lived around them is to be praised. The work of the every-day historians who record the movements of great personages at the Corners is not to be sneered at. Canadians of common sense and true sympathies see something deeper in the paragraphs than any oddities which arouse laughter.

"Superior persons may discourage this tendency of country journalism to dignify the commonplace and emphasize the unimportant. The work of correspondents is increasing the value of local life. It is an amiable vanity, that of people who like to see the movements of themselves and their friends in print. The news that Bismarck had dined with the Emperor William interests the readers of the Oakville Star less than does the authoritative statement that 'Tom Brown is back from the city. Shake, Tom.'

"The difference is that Tom, the hero of this reference, was, in the days prior to his success in the city, part of the lives of

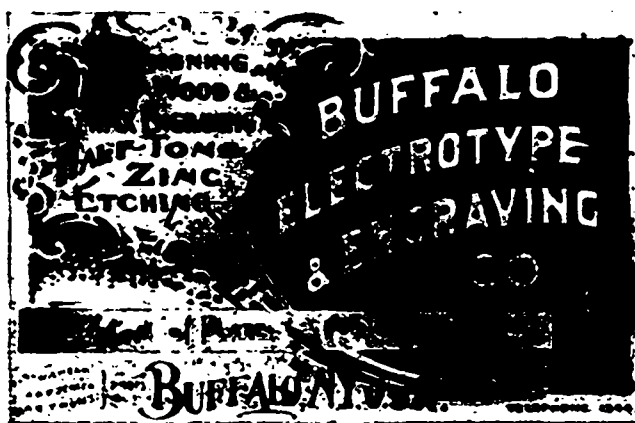
the people who will read of his return. Bismarck and the Emperor William are bigger than Thomas aforesaid, but the planet Mars is bigger than Bismarck and the Emperor William. The gentle readers have just as much right to be interested in a small body like the returned villager, as they would have to contemplate Bismarck and the Emperor William when a great body like the planet Mars claims their attention."

A JOURNALIST AND A BICYCLE.

A. Dennis, of Pictou, N.S., rides a bicycle, and occasionally he doesn't ride it. Both of these sets of circumstances are agreeable and comfortable except when they follow each other in too quick succession—that is when it is a sort of "now you're on it and now you're off" business. Mr. Dennis went out with a party of friends the other evening for a run. It was a hard hill to go up, but He-of-the-Shears was brave, and he climbed it. Then he started to go down, and when near the bottom his wheel took a sudden desire to look down into a deep ditch. When his friends arrived they heard only a hollow sound from the bottom, which sounded like "Pick-me-up." One unfeeling friend remarked that he was still sorrowing for his lost journal, the dead child of his fancy. But others less sentimental drew him from the depths and gave a farmer one hundred and fifty cents to drive him back to town, covered—that is, he was covered with bruises, court plaster and an old quilt. The same unfeeling friend remarked next day that the journalist's exclamation reminded him of the old story of Queen Mary that we have all read in Collier. She said that when she died

"Calais" would be found written on her heart. So had the Nova Scotia journalist died then his last words would have been "Pick-me-up."

Who is the favorite novelist of Canadian readers? If, as the Canadian Gazette points out, the experience of the St. John (New Brunswick) Free Church Library is any test, the place of honor belongs to Edna Lyall. The order of favor runs thus: Edna Lyall, Rosa N. Carey, F. Marion Crawford, A. Conan Doyle, W. Clark Russell, R. L. Stevenson, Walter Besant, Charles Reade, Thomas Hardy, William Black, James Grant, Mrs. Craik, Mrs. Oliphant, James Payn, E. P. Roe, W. H. Thackeray, Charles Dickens, Sir Walter Scott, George Elliot. It will be noticed that the modern "feminine fiction" finds no place in the list.



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NEWSPAPER HAPPENINGS.

In 1885 the Mount Forest Representative was founded, and in 1892 it had a sworn circulation of 936. Now it has a guaranteed circulation of over 1,050, is neatly printed, and is bristful of local news. The editor and publisher, J. A. Lambert, is to be congratulated on possessing one of the best edited and best managed weeklies in Ontario.

Chas. Kil Murray, of the Whig staff, died at Kingston on Tuesday, aged 21 years.

C. M. Ryan, city editor of the Toronto Evening News, left recently on a Mackinac trip.

Wm. McGuire, of the Tilsonburg Liberal, lost a bright seven-year-old daughter last month.

W. B. J. Williams, Sarnia, Ont., has issued a handsome souvenir of that city. It is tastefully gotten up.

H. B. R. Dryden, printer, Havelock, Ont., learned his trade in the Nanawee Standard office, under James Baker.

The proofreader is necessarily a type-righter, but the great trouble is that he can't obtain a patent on himself.

The Montreal Builder is the name of a new demi-semi-French-English architectural journal just started in that city.

Mrs. Kilgour, mother of Messrs. Kilgour Bros., paper manufacturers, Toronto, died at Beauharnois, Quebec, recently, at the age of 84.

A new French paper is to be published in Ottawa with Oscar Macdonell, late of L. Canada, as its editor. It will be Liberal in politics.

The Khan is writing poetry for the Toronto World again. His productions, despite their sometimes ruggedness, have the ring of the genuine coin.

It has been found necessary by Mr. Shaw, of the Tilbury Centre Times, to enlarge his paper to ten pages. This greatly improves its appearance.

The Palmerston Telegraph has been sold to G. H. Mooney, of Wingham, who will remove it to Ripley and start an independent newspaper in that little village.

Chicago is to have another morning paper. It will be called the Daily American, and be published by an incorporated company which has a capital stock of \$500,000.

L. P. Pelletier has taken action for \$10,000 against the Montreal Witness in connection with an alleged libel contained in its articles on the sale of Beauport asylum.

Mr. Cliffe, of Brandon, who was defeated in a by-election for the Manitoba legislature last week, was the publisher of the Wingham (Ont.) Advance, some 15 years ago.

The Charlottetown (P.E.I.) Herald announces a change of ownership. R. E. Moran and J. M. Sullivan retire and James McIsaac again becomes editor and proprietor.

W. H. Irwin, who has been the publisher of the Blyth (Ont.) Standard for several years, has issued his valedictory, having disposed of his business to Mr. Bradwin, formerly of Wingham, but more recently connected with Saturday Night. Mr. Brad-

win has lots of "go" in him, and if there is any chance to make the Standard a more successful venture, he will do it.

Ex-Mayor Beaugrand, proprietor of the La Patrie, will pass the winter in the South of France for the benefit of his health, which has not been at all good during the past summer.

George F. Stewart, formerly of the Woodstock Sentinel-Review, has been appointed to a position on the teaching staff of the Ontario Institute for Deaf and Dumb, Belleville.

The Weekly Voice is a labor paper published in Winnipeg under the auspices of the Trades and Labor Council. Toronto should have such a paper. Montreal had one, but it proved a failure.

It is probable that the plant of the Nanaimo (B.C.) Telegram will be used for publishing a paper with another name. Mr. Howell, late of Mission and Westminster, will be at the helm.

Copp, Clark Co., Toronto, have sent \$25 to the Firemen's Benevolent Fund. This is intended as a small recognition of the valuable services rendered by the men at the blaze that occurred at their lithographing and printing establishment, 67-69 Colborne street, on the 27th June.

An Appleton, Wis., despatch of August 21st says: "An English syndicate, represented by Frank Butterworth, Chicago, has practically closed a deal for the purchase of all paper and pulp mills in Wisconsin. The mills in the deal number 34, and the price agreed upon is \$14,000,000."

Arbuthnot Bros. & Co. have started a printing business at 8 and 10 Lombard street. The leading member of the firm was formerly in the office of the Canada Presbyterian. They

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have issued a very neat folder announcing their debut. For harmonious color work it is as pretty a thing as has been issued in Canada.

A. E. Cummer, of Milton, has purchased the Alvington Free Press from Edwin I. Mott. The paper is independent in politics, was founded in 1885, and has about 1,250 circulation.

A copy of the Nova Scotian, Halifax, dated Nov. 12th, 1828, has been presented to the Digby Courier. Its subscription price was then 20s., or 22s. 6d. when sent by post to the country.

The fellow publishers of J. J. Cave, of the Beaverton Express, will be sorry to learn that fire has robbed him of his plant. A new one is being put in, however, and the Phoenix act will be done again.

The New York World now appears without the name of Joseph Pulitzer on its editorial page. In its place is the announcement that the World is published by the Press Publishing Company.

Mac-Falla, the Gaelic newspaper, published at Sydney, Cape Breton, is now in its third year, and has met with fair success. J. G. McKinnon, the editor, is to be congratulated on the success of his unique journal.

C. Stan Allan, who has been connected with the Windsor Record for three years, has severed his connection with that journal, and assumed charge of the Ridgetown Standard. Stan is a first-class newspaper man.

William E. Magraw has obtained possession of the St. Paul News on a foreclosure of bonds which he held to the amount of \$50,000. It has been rumored that he would start an evening paper, but this is denied by Mr. Magraw.

The case against S. R. Robb, a Vancouver (B.C.) World reporter, for sending exaggerated reports of the flood, was finished a few days ago. Magistrate McLean delivered a voluminous judgment. The accused was discharged.

The "enterprise" of the New York Herald in printing Asiatic war dispatches in Chinese and Japanese characters is of as much importance to the American public as would be the story of the flood in the original Hebrew.

The Truro News has adopted 60 cents in advance as its regular subscription price, and now the Sydney Advocate and Pictou Standard and Advocate make a special offer to the end of next year (1895) for only \$1 in advance.

W. H. Pointer, formerly editor of the Peterboro' (Ont.) Morning Times, and at one time connected with the Detroit press, died in Peterboro', on Aug. 28th. He was well known in Toronto, and was but twenty-nine years of age.

The Triple Links is the name of a new semi-monthly publication just launched upon the journalistic sea of Ottawa. It is published by Charles A. Abbott, and, as its name indicates, is to be conducted in the interest of Oddfellowship.

The following gentlemen have been appointed delegates from the Toronto Employing Printers' Association to attend the annual meeting of the United Typothetae of America, to be held in Philadelphia, September 18th, 1894: Delegates A. F. Rutter, J. B. McLean, W. H. Apled, C. B. Robinson, Fred. Diver, W. A. Shepard, James Murray; alternates S. Frank Wilson, G. Warwick, R. G. McLean, Daniel Rose, Chas. A. Taylor. These will leave by special car on the 17th.

The Sentinel, Toronto, has entered on the twentieth year of its publication. Its importance has been due in a great measure to the able work of E. F. Clarke, ex-M.P.P. and ex-Mayor of

Buntin, Gillies

& CO.

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Book and Flat Papers
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Printers' Stationery

Etc., Etc.

Agents for
H. D. WADE & CO.'S
(NEW YORK)

PRINTING INKS

Bookbinders' and Boxmakers' Supplies

Toronto. Mr. Clarke learned his trade at the case, and by his own efforts raised himself to higher things. The Sentinel is the ultra-Protestant organ of Ontario.

Rev. Father Teety announces in the Catholic Record, of London, that with the current issue of the Catholic Register, of Toronto, his connection with that journal ceases.

Rev. Dr. Dewart, who is now completing his twenty-fifth year in the editorial control of the Christian Guardian, will, according to rumor, be succeeded by Rev. J. S. Rose, D.D., of Brantford.

G. G. Meikle is trying to make the Assiniboian live at Saltcoats, Assa. There are some queer attempts in the journalistic line in the Territories, due in a great measure to the ever remarkable sanguine temperament of journalists.

Notice is given of application for letters patent to incorporate "La Compagnie d'Imprimerie le Canada" for the purpose of publishing La Canada in Ottawa, and other papers in Ontario and Quebec, headquarters in Ottawa, capital \$25,000.

Miss Eva H. Brodlique, of Chicago, the well-known journalist, is in the city attending the funeral of her father, Frederick Cornish Brodlique, who died on Monday at the age of 62 years. Deceased was a native of Cornwall. London, Ont., paper.

The Young Politician, which is launched as a patriotic illustrated weekly journal of political literature for young men, is one of the latest journalistic enterprises in Toronto. It is published by the Canada Nation Publishing Co., from the Confederation Life building.

Beecher said to his son: "You must not get into debt. Avoid debt as you would the devil. Make it a fundamental rule, 'No debts—cash or nothing.'" Had Beecher been the father of printing, and all printers his sons, he would have written these words in letters of blood and sent each one a copy.

The Winnipeg Free Press says: "The Sentinel was a fresh newspaper venture launched at Macleod about three weeks ago. It started in to swamp the Gazette, one of the oldest newspaper establishments in the Northwest. At the end of the second week the Sentinel editor pocketed his handful of cash subscriptions, left a five weeks' board bill and went on a walking expedition to the States. Publication of the Sentinel is stopped.

Several of the principal Norwegian and Swedish wood pulp manufacturers have made a thorough study of the American and Canadian markets, and by personal visits have endeavored to become acquainted with the possibilities of transatlantic competition. On the other hand, we find American and Canadian visitors to Europe, and particularly to Scandinavia. Their object is to ascertain whether there is a likelihood of a permanent market for both pulp and paper. John S. Hughes, of Nova Scotia, and Hugh J. Chisholm, of Rumford Falls, are now doing the round. Paper Trade Review.

A Moncton, N.B., despatch of Aug. 24th says: "The principal matter of local interest here is the quarrel between the partners in the firm of Stevens & Co., publishers of the Times newspaper, Conservative organ. The principal of the firm is H. J. Stevens, and the company is composed of F. Carry Foole, business manager, and J. Sutton Boyd, editor. Mr. Stevens, who is dissatisfied with the result of the business management, sought to dissolve the partnership, but his partners have refused to dissolve. Mr. Stevens then wrote a notice announcing a dissolution for publication in his paper, but editor Boyd refused to allow it to be inserted. Mr. Stevens charges that an effort

is being made by several parties, including two political wire-pullers, to deprive him of the property he has accumulated after years of labor. Leading law firms have been retained by both sides and the matter has about gone into the courts. A few hours, however, may bring the quarrel to a close."

Considerable fun has been made out of a paragraph in last PRINTER AND PUBLISHER to the effect that the Brockville Times was published by the typograph. It has often been said that editors were machines, but this was not intended in the item referred to. Mr. Colcock still does his duty to his paper in his usually original manner and the editor's chair contains no machine, political or mechanical. But the Times uses a typograph, in fact it has two. These machines are operated by typesetters in order to get the copy into type. To those genial writers who did not understand the previous paragraph, this explanation is respectfully submitted.

When the Eastern Ontario Press Association met at Renfrew the other day, there was not sufficient enthusiasm to keep them to work. Cause—lack of numbers. If these Easterners would turn in and help the association to which they should belong, the Canadian Press Association, they would confer a benefit on themselves and a benefit on those who now take an interest in the C.P.A. A Renfrew despatch of August 17th, says: "The annual meeting of the Eastern Ontario Press Association was held here to-day. The members met in the Temperance Hall. The attendance was not as large as had been expected. Those who put in an appearance were: The President, John A. Macdonald, of the Arnprior Chronicle; the Secretary, James McLeod, of the Arnprior Gazette; Mr. Bone, of the Pembroke Standard, and Mr. Reeves, of the Eganville Enterprise, and the representatives of the local papers. The Secretary read letters of excuse and explanation from members absent on account of over-pressure of work and impaired health. No papers on newspaper subjects were read, and the meeting adjourned to meet on the second Friday of October, in Carleton Place."

The late Mr. Gorman, of the Ottawa Free Press, left a will characteristic of the man. It was made out the day before his death, and shows the clearness of his mind even at that trying hour. The details of the will include \$100 to his second son Tom, as a reminder of his promise not to drink or smoke. His life insurance, after deducting \$100 for his mother, and his just debts, is to be put on interest, and \$800 per year paid his widow till principal and interest are consumed. He also desired that his children should be taught some useful occupation as early in life as possible. These are the main provisions of the will, but it is the introduction which shows the man's strength of mind. It reads:

"Some laugh while others mourn,
Some toil while others play,
One dies and one is born,
Thus runs the world away.

"I am advised that the making of a will, even by one who came into the world with nothing, and has done little more than 'hold his own,' cannot possibly do any harm and may do some good.

"I commit my soul to God, imploring His mercy, and my body to the earth, the burial to take place without any needless expense or any display not called for by the rites of the Catholic church."

SELECTION OF JOBBING FONTS.

WHEN a printer is furnishing a new office or restocking, he needs something to guide him in the making of his selections, so that he may not omit one or more important divisions of faces from his list. The Central Type Foundry, of St. Louis, has issued one which may help. It is as follows :

EXTRA CONDENSED BODY -	MEDIUM BODY -
Very light face series.	Very light face series.
Light face series.	Light face series.
Medium face series.	Medium face series.
Heavy face series.	Heavy face series.
Very heavy face series.	Very heavy face series.
CONDENSED BODY -	ORNAMENTAL FACE SERIES.
Very light face series.	
Light face series.	TEXTS -
Medium face series.	Light face series.
Heavy face series.	Heavy face series.
Extra heavy face series.	ORNAMENTAL FACE SERIES.
Ornamental face series.	
EXTENDED BODY -	SCRIPTS -
Light face series.	Commercial letter.
Medium face series.	Steel-plate for invitations.
Heavy face series.	Unique or odd script.
Ornamental face series.	MISCELLANEOUS -
	Circular italics.
	Typewriter.

This classification is generally applicable to small display and billing type. To it may be added :

BODY FONTS -		BODY FONTS -	
Nonpareil	lbs.	Minion	lbs.
Italic	"	Italic	"
Quads	"	Quads	"
Spaces	"	Spaces	"
Special sorts	"	Special sorts	"

And so on through the ascending scale. With such a clue as this before him a printer's task of selection is very much simplified, especially if it be supplemented by a list of all the appliances customarily in use in a properly equipped office.

A "POINTED" POINT.

There seem to be two rules regarding the use of the comma between three or more adjectives in procession, when the last two are connected by a conjunction.

For instance, take the following sentence, punctuated in two different ways : "The charge was wild, fierce, headlong and irresistible" ; "The charge was wild, fierce, headlong, and irresistible." Some grammars give the first example as the correct punctuation ; others give the last.

If we read : "The charge was wild, fierce, headlong and irresistible," in our comprehension of the sentence we naturally connect the two words joined by the conjunction more closely than we do the two which are set off by commas.

The impression given is erroneous ; for, in reality, each adjective is equal in value with its fellows, and each has the same force, and is no more closely connected with one of the series than with another.

It requires an effort of the mind to separate the words properly and give to each its true individual force.

If we write the sentence : "The charge was wild, fierce, headlong, and irresistible," the uniformity of punctuation cor-

responds to the equal prominence which should be given to the words in our minds, and no effort is required and no rule need be remembered to give to each word its proper degree of distinctness.

The office of the conjunction is to connect ; of the comma, to divide. If we do not separate by the comma the two words between which the conjunction is placed, we are liable, as we glance along the line, to give to the last two combined no more force than we do each one of the first two, and thus lose just one-fourth of the strength of the expression.

This is a case where authorities disagree. However, the second style of punctuation has the weight of best usages in its favor, as well as logical reason for its adaptation. The first style has nothing to recommend it but an arbitrary rule of two or three grammarians. —E. LINCOLN KELLOGG, in *The Writer*.

A MILLION AND A HALF DAILY.

The *Petit Journal*, of Paris, is frequently referred to in printing trade papers as being one of the few which prints upwards of a million copies daily. Some figures respecting the issues of that publication during the week ending July 2nd last, may therefore be of some interest, as they are authentic. The numbers in question, it may be mentioned, were those which contained the accounts of the assassination of President Carnot and the election of his successor, as well as the opening chapters of a new serial novel. The total number of copies printed during the seven days referred to amounted to 10,640,000, being an average daily production of 1,520,000 copies, each copy weighing about 24 grammes. The total weight of the paper used in the week was 255,360 kilos., or nearly 260 tons. Of the illustrated supplement, which was printed in six colors, 1,000,000 copies were worked, and as each weighed 36 grammes, nearly 40 tons of paper were used for this supplement alone. Three million five hundred thousand copies of the first instalment of the new feuilleton, with an engraving in five colors, were issued, each copy weighing 18 grammes, so that about 63 tons of paper were used here. In addition to this 600,000 contents bills were printed, each being in four colors, the total weight of paper consumed on this job being little less than 2 1/4 tons. It will thus be seen that in this single week upwards of 340 tons of paper was required by this single publication, and it is stated that the annual consumption of paper for the *Petit Journal* costs about 5,000,000 francs (£200,000). The whole of the paper supply is furnished by the mills at Essomes, and the material used is generally wood pulp prepared from fir trees.

THE "AD." MAN.

You talk about your editors who sit in easy chairs
 And try to boss the whole machine and put on lots of airs,
 And seek to make the people think it's what they have to say
 That keeps the business on the move and make the paper pay ;
 But don't you ever think it, for the whole truth simply is,
 The editor's not in it with that huge conceit of his,
 For there's only one essential in the whole newspaper p'an—
 Success depends alone upon the advertising man.

—NIXON WATERMAN, in *Chicago Journal*.

H. H. Kohlsaat, of Chicago, has purchased the *New York Times* for a quarter of a million. It was sold two years ago for one million.

THE NEW U. S. TARIFF AS VOTED.

PULP AND PAPER.		Old Rate.	New Rate.
Mechanically ground wood pulp, per ton, dry weight.....	\$2 50		10 p.c.
Chemical wood pulp, unbleached, per ton, dry weight.....	6 00		10 "
Chemical wood pulp, bleached, per ton, dry weight.....	7 00		10 "
Sheathing paper.....	10 p.c.		10 "
Roofing felt.....	20 "		15 "
Printing paper, unsized, suitable only for books and newspapers.....	15 "		15 "
Sized or glued, suitable only for books and newspapers.....	20 "		15 "
Papers, known commercially as copying paper, filtering paper, silver paper and tissue paper, white, printed or colored, made up in copying books, reas, or in any other form, per pound.....	8c. and 15 "		30 "
Albumenized or sensitized paper.....	35 "		30 "
Writing paper, embossed, engraved, printed, or ornamented, per M.....	25c.		30 "
Parchment paper, and surface-coated papers, and manufactures thereof, cardboards and photograph, autograph and scrap albums, wholly or partially manufactured.....	35 p.c.		30 "
Lithographic prints from either stone or zinc, etc., per lb.....	35 "		20 "
On paper or other material exceeding 8-1,000 of an inch and not exceeding 20-1,000 of an inch in thickness, and exceeding 35 sq. inches cutting size in dimensions, per lb.....	35 "		3c.
Prints exceeding 8-1,000 of an inch and not exceeding 20-1,000 of an inch in thickness, and not exceeding 35 square inches cutting size in dimensions, per lb.....	35 "		5c.
Lithographic prints, from either stone or zinc, on cardboard or other material, exceeding 20-1,000 of an inch in thickness, per lb.....	35 "		6c.
Lithographic cigar labels and bands, lettered or blank, printed from either stone or zinc, if printed in less than ten colors, but not including bronze or metal-leaf printing, per lb.....	25 "		20c.
If printed in ten or more colors or in bronze printing, but not including metal-leaf printing, per lb.....	25 "		30c.
If printed in whole or in part in metal leaf, per lb.....	45 "		30c.
MANUFACTURES OF PAPER.			
Paper envelopes, per M.....	25c.		20 p.c.
Paper hangings, and paper for screens or fire boards, writing paper, drawing paper, and all other paper, n.e.s.....	25 p.c.		20 "
Blank books of all kinds.....	25 "		20 "
Books, including pamphlets and engravings, bound or unbound, photographs, etchings, maps, music, charts and all printed matter, n.e.s.....	25 "		25 "

Playing cards in packs, not exceeding 54 cards, and at a like rate for any number in excess..... 50c. { 10c. and 50 p.c.

Manufactures of paper, or of which paper is the component material of chief value, n.e.s... 25 p.c. 20 p.c.

NEW STATIONERY.

Some handsome boxed stationery has just been opened up by Warwick Bros. & Rutter for the best trade. The colorings and quality of the papers and envelopes, their size and shape, the handsomely ornamented boxes all combine to make these goods exceedingly taking and suitable.

The Mediaeval, Athenian, Parian and Satin Twill are the leaders, and are shown in both large and small octavo and in ruled and plain.

Their stock of black bordered paper and envelopes has been augmented and reassorted.

A new thing in boxed visiting cards is seen in a flat box, about 4 x 5 inches, covered with white satin paper, containing 100 extra super, small court, thin ivory cards. The top of the box is embossed, and forms an excellent and recherche receptacle for the cards after they have left the printer's hands. The box adds nothing to the cost.

A set of royal octavo petty account books is a special feature in this line of their stock.

NOTES.

The Canadian Oddfellow has made its debut at Montreal.

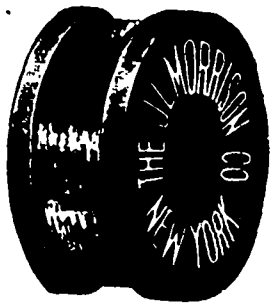
Elzear Bedard, 47 years of age, manager of the Courier de Canada, Quebec, died last week of paralysis of the brain, after only four hours' illness.

M. A. James, of the Canadian Statesman, of Bowmanville, Ont., is advertising the plant of the Sun, the late Mr. Climie's paper, for sale. He offers it at a bargain to any one who will take it out of the town.

A swindler has been arrested in Philadelphia for attempting to obtain \$450 from a young man by promising to make a full-fledged editor out of him. Some people have yet to learn that editors are born, not made.

A souvenir of a banquet tendered to the National Editorial Association in New York, on July 9th, by E. B. Harper, president of the Mutual Reserve Fund Life Association, is now being sent to the press of Canada. Good advertising scheme.

The eighth annual convention of the United Typothete of America will be held in Philadelphia, on September 18th, 1894. The headquarters will be at the Hotel Metropole, corner Broad and Locust streets, and the meetings will be in the banqueting room of that hotel. The programme is as follows: Monday, 17th - Meeting of the Executive Committee. Tuesday, 18th - Meeting of the convention, two sessions: informal reception in the evening at the Hotel Metropole to delegates and ladies. Wednesday, 19th - Morning meeting from 9 to 11 o'clock; 11.30, coach ride through the park to river road drive up the Wissahickon to Indian Rock; lunch served; places of amusement in the evening. Thursday, 20th - Trip to Atlantic City (City-by-the-Sea), the great seaside resort of Philadelphia; dinner. Friday, 21st - Two sessions; banquet in the evening for delegates; banquet for the ladies.



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THE "PERFECTION"

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And ROUND and FLAT WIRE, all sizes,
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IF YOU WANT A FIRST-CLASS PURE LINEN PAPER, USE
"SUPERFINE LINEN RECORD"

(Each sheet contains above water-mark)

THIS paper is made from pure linen stock, is the strongest paper on the market, is tub-sized and lobl-dried. See that each sheet contains the water-mark, "Superfine Linen Record," otherwise it is not genuine.

SOLD BY THE LEADING WHOLESALE PAPER DEALERS THROUGHOUT THE DOMINION

USUAL WEIGHTS IN EACH SIZE

The following are the stock sizes (white or azure)
Cap 14x17 Royal 19x24 Dbl. Demy 21x32
Dbl. Cap 17x28 Super. Royal 20x28 Dbl. Medium 23x36
Demy 16x21 Imperial 23x31 Dbl. Royal 24x38
Large Post 17x22 Dbl. Royal (long) 19x48
Medium 18x23

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Is something you ought to know about.

Highest Award at Columbian Exposition.
Highest Grade Machinery.
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DEXTER FOLDING MACHINES

Your own interests will suggest that you should at least send for our Catalogue before buying a Folding Machine.

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Factory at Pearl River, Rockland Co., N.Y.

DEXTER FOLDER CO.,

49 Wall St., NEW YORK, N.Y.

CENTRAL PRESS AGENCY

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DESIGNERS PHOTO ENGRAVERS, Etc.
MANUFACTURERS OF PATENT LEADS AND SLUGS

JOSEPH B. LOVELL,

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FIRST-CLASS WORK AT MODERATE PRICES. 25 St. Nicholas St., MONTREAL.

THOUSANDS OF DOLLARS ARE LOST YEARLY,

By subscribers who are hampered by canvassers and agents and induced to place their announcements in shady trade mediums.

Ours is Known all Over the Globe

We have been thirty four years in existence, and are the oldest English trade paper in this line.

We have a large advertising connection, and those who once try our COLUMNS STICK FAST TO US.

If you want to cultivate a sound British and Colonial trade don't hesitate to give us your advertisement. We are the right sort. THE STATIONER, PRINTER AND FANCY TRADES REGISTER is read by everybody who is anybody in the English kindred trades; it has the largest circulation and is the finest medium for effective and judicious advertising for stationers, printers, bookbinders, publishers and manufacturers of fancy goods.

Terms of Subscription, \$2.00 per annum, post paid.

Specimen copy cheerfully sent on application to

THE EDITOR,

"The Stationer, Printer and Fancy Trades Register,"

169 a Fleet St., E.C., London, Eng.

BOOKS FOR PRINTERS AND PUBLISHERS

The Most Useful Works Ever Published.

The Printer's Art. "Truly admirable little work." "Full of good ideas." are some of the comments. 112 pages in colors. Paper cover, \$2.00; cloth, \$3.00.

Challan's Job Printer's Record. Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite or right hand page, when wanted (89), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and press work, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$3.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

Challan's Advertising Record. Indexed through to enter on the left hand page the advertiser's name alphabetically, agent, commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the month (12), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad." begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

Challan's Subscription Record. FOR WEEKLY, SEMI-WEEKLY AND MONTHLY JOURNALS. Indexed through to enter on the left hand page date received, blank spaces for the subscriber's name and the post office. The right hand page has the date of expiration, amount and date paid repeated five times, so that one entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all journals whose patrons renew year after year. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size, 9 x 12 inches.

By mail, prepaid, to any address, on receipt of price.

The J. B. McLEAN CO., Ltd.,

10 Front Street East, Toronto.

THE UNION IN CANADA.

The International Typographical Union of North America has the following councils in Canada :

- BRANTFORD, Ont., No. 273. -C. H. Brandt, Expositor.
- GUELPH, Ont., No. 259. Andrew Anderson, Box 543.
- HALIFAX, N.S., No. 130. C. W. Glazebrook, Box 492.
- HAMILTON, Ont., No. 129. John Burns, 213 Cannon street east.

JACQUES CARTIER, No. 145. -A. P. Pigeon, 1,780 St. Catherine street, Montreal, Que.

LIMESTONE CITY, No. 204. George Ziegler, 54 Bay street, Kingston, Ont.

- LONDON, Ont., No. 133. F. Plant, Box 383.
- MONTREAL, Que., No. 176. Jas. Stalker, Box 1,134.
- OTTAWA, Ont., No. 102. Samuel Cross, Box 436.
- QUEBEC, No. 302. Robert J. Edwards, 131 Scott street.
- ST. JOHN, N.B., No. 85. Richard Walsh, Box 352.

TORONTO, Ont., No. 91. President, W. J. Wilson ; Financial Secretary, W. G. Fowler ; Corresponding Secretary, T. H. Fitzpatrick ; Treasurer, Ed. J. How ; Chairman Investigating Committee, B. Cairns. Union meets first Saturday in month. Box 543.

VANCOUVER, B.C., No. 226. - President, J. H. Browne ; Secretary, A. Porter, Box 597 ; Treasurer, Wm. Brand ; Financial Secretary, A. W. C. Finbow. Union meets last Saturday in every month.

- VICTORIA, B.C., No. 201. Wm. Cullin, Box 209.
- WINNIPEG, Man., No. 191. R. Thoms, Box 716.

The men seem to have great regard for their councils, and pay liberally to headquarters at Indianapolis. Here are samples of the amounts for July alone :

- Halifax \$21 00
- Winnipeg 27 00

If the unions in Canada were independent of those in the United States, they would lose none of and would save a great deal of the money which they can ill afford to spare. Their connection with the United States is another Franklin case - they are paying too much for their whistle.

THE OTTAWA PRINTERS.

C. S. O. Boudreault, Ottawa correspondent of the Typographical Journal, writes, under date of July 27th, as follows : "Although the sessional printing staff is not as large as it was before the introduction of the Mergenthaler machines, still this year quite a number were given employment owing to the extra work occasioned by the Intercolonial Conference. The Hansard is now being exclusively set on the machines, and the operators experience no difficulty in keeping up with the debates, no matter how long winded the legislator may be. Thus, when under the old regime several hands were kept at work for months after the closing, now the men could be dispensed with after the "mao" had been pickled by its guardian, Sergeant-at-Arms Smith. Forty five or more abled-bodied typos were dismissed in one group, and are now worrying their minds as to what is the best thing to do

"I have before contended, and am of the same opinion still, that a change might be made in the bureau which would obviate much of this trouble, and might lessen the burden of quite a number. I do not know exactly what system prevails in

the Washington bureau or other large establishments, but I should think some way might be found to distribute the work equitably among a larger number, if not prevent this annual discharge altogether. If the gentlemen at the head of the bureau, while studying the interests of the establishment as paramount to all others, would only condescend to give the system of either weekly or fortnightly suspension a trial, I believe all would agree voluntarily to such a manly and fair proposal. Thus everyone would take a conge for two weeks or less, according to the demand, and few would feel the loss of salary, instead of as now, when a few have to bear the brunt of it all. I hope something will sooner or later be done in this direction."

PRINTING PRESSMEN UNITE.

The committees of conference on the amalgamation of the International Typographical Union and the International Printing Pressmen's Union held a meeting at St. Louis, on August 23rd. The latter organization four years ago seceded from the International Typographical Union on account of local differences. A basis of agreement was arrived at for the amalgamation of the two bodies of the pressmen, under the jurisdiction of the International Printing Pressmen's Union. This includes an alliance offensive and defensive in regard to the strike law between the two unions and allied printing trades' councils in every city and town in the United States and Canada, and a joint union label. The warfare heretofore existing between the two bodies is suspended pending the ratification of the two articles of agreement entered into by the referendum of the two contracting parties.

THE CO-OPERATIVES.

About 11,000 country weeklies are published in the United States, and of these more than 7,000 are co-operatives. The co-operative associations are as follows :

	No. of Papers.
Western Newspaper Union.....	2,484
Printing houses in Omaha, Des Moines, Denver, Detroit, Dallas, Lincoln, St. Louis, Topeka, Winfield, Chicago, Kansas City, Fargo, Aberdeen and St. Paul.	
A. N. Kellogg Newspaper Co.....	1,952
Printing houses in Chicago, Cleveland, Memphis, Kansas City, Cincinnati, Minneapolis, Wichita, Little Rock and St. Louis.	
Atlantic Coast Lists.....	1,450
Printing houses in New York, Boston, Philadelphia, Pittsburgh, Baltimore, Atlanta, Birmingham and Charlotte.	
Chicago Newspaper Union.....	1,400
Printing houses in Chicago, Milwaukee, Fort Wayne, Madison, York (Nebr.), Sioux City and Indianapolis.	
San Francisco and Northern Pacific Union.....	192
Printing houses in San Francisco and Portland.	

The New Glasgow (N.S.) Daily Enterprise is not large, but it is booming. The weekly was established in 1888, and in 1892 had a sworn circulation of 3,300. The Enterprise as a daily should be a success in New Glasgow with its 4,000 inhabitants if it is properly run. The people who handle it are, judged by past events, capable of the work they have undertaken.

Bookbinders *Telephone 91.*

Fagging and Peforating neatly done.

PAPER RULERS, Etc.

Embossing and finishing for the Trade.

FINE LEATHER BINDING

of every Description, and

PAMPHLET BINDING

promptly done.



MUNROE & CASSIDY

(Successors to James Murray & Co.)

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LANDSCAPES
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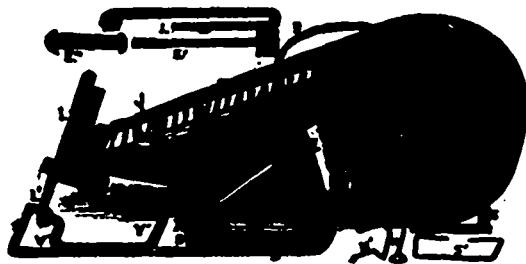
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Geo. A. Howell, Esq., Manager Grip Co., Toronto; Woodstock, Ont., June 14th, 1894.

DEAR SIR: We send you by this mail, as requested, a sample copy of our daily containing the photo of Sir Oliver Mowat. The engraving, as you will see, printed very well on our press, running at a speed of about 1,500 an hour. The paper, (No. 1 print) is not of the best quality, but the cut came out much better than we expected. The pressman was especially surprised that he could print as fine a cut as this and do such good work.

Yours truly,

C. A. ABRAHAM,
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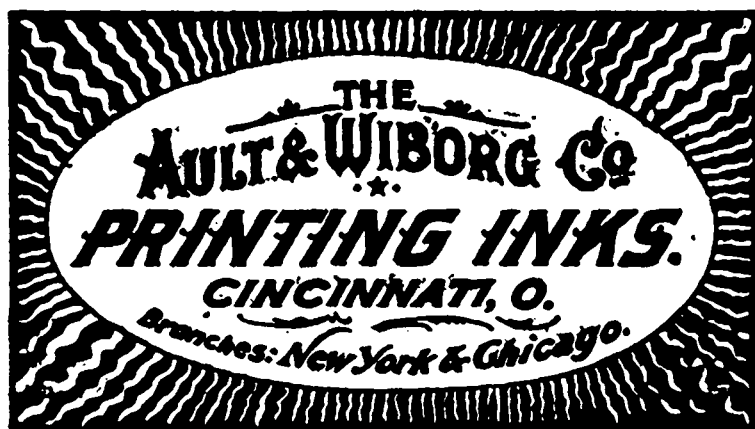
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