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THE CANADIAN PRINTER & PUBLISHER

VOL. VI.—No. 5.

TORONTO, MAY, 1897.

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A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

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Single copies 20 cents.

J. B. MACLEAN,
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THE WEEKLY PRESS.

APPROACHING MEETING OF ONTARIO PUBLISHERS.

SINCE the formation of the weekly section at the Toronto meeting last February, correspondence has been carried on by the leaders of that movement, Mr. Thompson, of Thorold, Mr. Jeffery, of Arnprior, and others, with a view to further organization and work. This proves that the country publishers are in earnest, and are determined to make their organization a practical benefit to the individual members. Publishers to the number of 37 have expressed a wish that a meeting shall be called at a convenient place. The idea is good and the publishers will find many subjects connected with their business interests which discussion and unity of action will promote.

In some quarters the organization of a country section is held to be a precursor of an entire separation from the Canadian Press Association. This, we think, is not necessary to the success of the weekly section, nor would it be a good move from the standpoint of the publishing interest. The need of a body to promote interests common to all is as great to-day as ever. To separate would be to weaken the power of the newspaper publishers as a whole. The rates granted by the railways are given in response to the demand from the larger body, and if publishers were to divide up into a number of smaller associations they would have less weight in addressing corporations, Governments or the general public. The newspaper fraternity as a whole can only be strong by standing together and on occasions acting together. The country associations, like the Eastern Townships and Ottawa Valley societies, are a great convenience to the local members, but these bodies realize the value of a central association, and are in no sense inimical to it. THE *PRINTER AND PUBLISHER* was present at the Ottawa Valley press meeting last July in Almonte, and found that many of its leading members belonged to the Canadian Press Association,

and recognized its existence as a valuable factor in the press community. The president of the Eastern Townships society, Mr. Lance, of Richmond, told *PRINTER AND PUBLISHER* last February in Toronto that the existence of a strong central body was a good thing, and that he was much impressed with the meeting which took place there.

That country publishers will find local meetings to discuss their own special interests valuable is certain. The project deserves every encouragement. The 1897 president of the association, Mr. MacLean, favors it strongly, and has written to the organizers that he would like to do everything in his power to promote it. The columns of *PRINTER AND PUBLISHER* are also at the disposal of the members, and any meetings they may hold will be fully reported in the paper so as to give to all publishers, whether able to attend the meeting or not, the advantage of knowing what is being done.

The tendency everywhere, it seems to us, is toward unity, not disintegration. Co-operation is the rallying cry of the hour. The other day there was a vote in Toronto on a public question. In collecting returns the local papers never thought of trying to act alone. A room was hired in the centre of the city; a special staff, representing all the dailies, was put in charge; and the results sent to each paper simultaneously. This is an example of acting together. There are so many interests which are common to all that closer unity is the best policy.

It is probable that the meeting will take place in Toronto about July 2, but on this point a definite date will be given in the next issue of *PRINTER AND PUBLISHER*.

COUNTRY NEWSPAPERS AND BARGAIN DAYS.

One of the subscribers to *THE PRINTER AND PUBLISHER* has made a discovery. His experience may be useful to other readers. He publishes a weekly newspaper in a village of about fifteen hundred. In that village a firm has carried on a general store business for many years. Last year a change took place in the management of this store. Younger blood was introduced and the new partners have been pushing business very much. They introduced bargain days and other attractions for customers. They advertised extensively in the local papers. They announced at the beginning of the year that they would do only a cash business. They positively refused any credit. The advertising brought buyers from all parts of the district. They had money in their pockets. The publisher in question writes us that every one of these bargain days brought numerous subscribers to his office. In March this firm held a spec-

sale. They advertised it extensively and it brought a larger number of buyers than usual. Our friend the publisher, whose place of business is not far from the store, tells us that on this day he secured a greater number of new subscribers and a greater number of arrears of subscriptions were paid than on any day in the history of the paper. We would like to hear the experience of some of our other readers with "bargain days."

A SUMMER TOURIST NUMBER.

The Digby, N.S., Courier intends getting out an "early summer illustrated magazine number." The scenery of the Digby district will be illustrated by photographs, and the number will be 32 pages on extra paper. In a circular to that portion of the public likely to support the issue directly the publisher says: "Our intention is to 'boom' Digby County industrially and commercially. We will have a word for every business enterprise which will give us patronage accordingly. It will be worth paying for. We want photos of our leading citizens, with biographical sketches. Or, if you wish to invest the few dollars asked in a different way we'll print a view of your store, or your factory, or your residence, with appreciative notice. The circulation, which depends somewhat upon the patronage we get, will be in the thousands. The magazine will be on sale all summer throughout the province and a copy will be placed in every household in Digby County. It will be out in the midst of the tourist season and everybody will see our special number." The Courier, in this enterprise, is doing a good work for its own town and district and thus proving the value of a local paper alive to local interests. The publisher has enlarged and improved upon a tentative suggestion made in these columns some time ago. We wish the number every success.

An experienced weekly publisher sends the following for this column: "One or two ideas, not strictly new, perhaps, but of value, occur to me. The bulk of our readers are farmers, yet we give them less than their share of the space. Anything new about their farms should be sought for and printed; their movements are of more interest to their neighbors than the arrival in town of a commercial traveler. Then, the merchants are our best local friends, and their advertisements should be kept up-to-date, re-written for them if necessary, and they, like the farmers, should be made to feel that the local paper is for them."

The old people of the district should be made to talk. Their reminiscences of local events and people make good copy. They often have old letters, newspapers, records, etc., which greatly interest the neighborhood.

THE RAILWAY QUESTION.

It is not often a newspaper man finds time to make a thorough examination of a public question, so as to get beyond the fringes of political discussion. Mr. J. S. Willison's paper on the railway problem, just printed in booklet form, is certainly the ablest and most searching treatment of a large economic question yet presented in Canada. As a practical contribution to a highly important national issue, its value is very great.

MISTAKES TO AVOID.

SOME OF THE PITFALLS INTO WHICH A COUNTRY EDITOR IS LIABLE TO TUMBLE.

LIKE unto the average human animal, the country newspaper man, as a class, makes a multitude of mistakes, says C. H. Loomis, in *Newspaper Ink*. For these he is more or less to blame, according to his adaptability to his chosen profession. If he has laboriously worked his way up from the position of "devil" to that of editor, and, being possessed of a fair amount of intelligence, has imbibed in the transit that thorough knowledge of the practical work of a newspaper office which is so absolutely necessary to the making of a successful country newspaper man, his proportion of mistakes should be small. On the other hand, if he has skimmed over the details of practical work, seating himself in the editorial chair without an advance knowledge of the "art preservative," or, worse yet, is a graduate of the pedagogue's chair, his mistakes will be legion. And, by the way, where exists the schoolmaster who is not thoroughly imbued with the idea that he was especially designed by the Creator for an editor? The writer has never met him.

One of the most general and most unpardonable mistakes committed by the country newspaper man (especially by he of the "designed by the Creator" type) is that of subordinating the local news department of his paper to the editorial department. The writer has in mind a certain paper which regularly week after week publishes three or four columns of editorial, and never over one and a half columns of local news. The editorial is bright, spicy and interesting to a certain extent, but nothing can atone for the dearth of news. It is news that a reader of the country newspaper pays for, and not editorial expressions of opinion, which, chances are, are diametrically opposed to his own. The idea that the destinies of nations are guided by the editorial mandates of their individual newspapers is altogether too prevalent among country newspaper men.

Fill your paper with news. If you have not time to attend to both editorial and local news departments, cut the editorial work down to a minimum and fill your paper with news. Have a special page for the local news (free of display advertising, if practicable), and make it your business to see that that page is filled with local news items each and every issue; and if you can run two or three editorial columns on another page so much the better. Try and have your news up to date and as late as possible; your readers will notice it and will appreciate it—you are giving them what they want and what they are paying for.

Another mistake which is made, and all too frequently, too, is that of not presenting the news in a manner pleasing to the eye. There is something exceedingly painful in a collection of news items indiscriminately "made up" into columns, without assortment, just as the items happen to have been dumped on the galleys. This is often seen in country newspapers, and lacks any excuse save that of laziness. The result is a jumble from which the reader can extract no one item. Nothing is distinct or separate in itself. Instruct your "make-up" man to assort the "locals" as to length, and to alternate the columns of long and short locals.

In a word, give the news columns of your paper every possible attention at all times and in all places. Make your newspaper a "news" paper in fact and not in name only, and you will observe a steady increase of subscriptions.

THE TARIFF AND THE PRINTING BUSINESS.

IN a few days the tariff, in its finally revised shape, will be up in Parliament, and the printers will then know whether their recent representations to the Government have been successful. Possibly without deliberately intending to do so, the tariff, as announced at first, struck a severe blow at the job printing houses of Canada. The item chiefly affecting the trade was :

123. Advertising pamphlets, pictorial show cards, illustrated advertising periodicals, illustrated price lists, advertising calendars and almanacs, circulars, tailors' and mantle-makers' fashion plates, and all chromos, chromotypes, oleographs, or artistic work of like kind produced by any process other than hand painting or drawing, whether for business or advertising work purposes or not, printed or stamped on paper, cardboard or other material, n.o.p.; labels for fruits, vegetables, meat, fish, confectionery and other goods, shipping price or other tags or tickets, also tickets, posters, advertising bills and folders, whether lithographed or printed or partly printed, n.e.s., 35 per cent.

The old duty was 15c. per lb. and 20 on labels, and 6c. per lb. and 20 per cent. on the other articles.

This change to a 35 per cent. ad valorem duty would undoubtedly do our printing offices out of a great deal of work. In the United States, printing concerns turn out immense quantities of a line, having large orders for a market of sixty-five millions to figure. Where we print thousands they print millions. Therefore, they would quote a rate of cost which would enable large consignments to come in here under an ad valorem duty, the basis for estimating the duty being away below the current rates in this country. The printing offices here, which have gone to great expense in fitting up their establishments, in providing the latest appliances, inventions and machinery, and are turning out first-class work, would find a large slice of the only market open to them taken away. This could hardly have been intended by the framers of the tariff. The difficulty of fixing market values on which to collect ad valorem duties in general is sufficiently great to puzzle the Customs officials. But on printed matter the rates quoted by United States houses would be exceptionally low, so that our printers would find themselves cut out of their own market, and the tendency to do printing work in the States, starting on large jobs, would end in a large proportion of our work going to a foreign country. And yet the duties on printers' supplies remain : 25 p. c. on paper, 35 p. c. on coated paper, 20 p. c. on type, 20 p. c. on ink, and other duties ranging from 20 to 30 p. c. Thus handicapped our offices could hardly hope to hold their present business.

The claim advanced by the printers is also made stronger by the fact that it is not a mere selfish demand for a protected industry desiring to charge the great body of consumers higher rates. A lot of this matter is advertising circulars, pamphlets, patent medicine "literature," etc., which are distributed free. The public pay not one cent. It is simply a question whether the printing shall be done here or in a foreign country. Many of the concerns using this printed matter operate from abroad anyway, and when their printing is done here it is just so much gain to the country. It seems to us that the country publisher, whose job work may not immediately suffer, should have something to say about this.

Changes in other duties affect other establishments, such as

bookbinders, manufacturers of account books, ledgers, etc. The duty on strawboard is higher, and, not being made in Canada, this strikes the users of it. But, in the main, no vital blow at these interests is struck by the new tariff. The preferential tariff of 2½ per cent. in favor of England is not so important, because the duty drops on the raw material as well as the made article. Thus, in the case of books in which English paper is used, the duty being lower on the books is also lower on the paper used in them.

It is instructive to observe the policy pursued towards the United States printers in the Dingley bill. We have just received a copy of the bill as amended by the Senate Committee. Paragraph 395a reads as follows :

- 395a. Lithographic prints from stone, zinc, aluminum, or other material, bound or unbound (except cigar labels and bands, music, and illustrations when forming part of a periodical or newspaper and accompanying the same, or if bound in or forming part of printed books, not specially provided for in this Act), on paper or other material not exceeding 8-1000 of an inch in thickness, 25c. per pound ; on paper or other material exceeding 8-1000 of an inch and not exceeding 20-1000 of an inch in thickness, and exceeding 35 square inches cutting size in dimensions, 12c. per pound ; prints exceeding 8-1000 of an inch and not exceeding 20-1000 of an inch in thickness, and not exceeding 35 square inches cutting size in dimensions, 10c. per pound ; lithographic prints from stone, zinc, aluminum, or other material on cardboard or other material exceeding 20-1000 of an inch in thickness, 9c. per pound ; lithographic cigar labels, flaps, and bands, lettered or otherwise, printed from stone, zinc, aluminum, or other material, if printed in less than ten colors, but not including labels printed in whole or in part in bronze or metal leaf, 20c. per pound ; if printed in ten or more colors, and including labels printed in whole or in part in bronze, but not including labels printed in whole or in part in metal leaf, 25c. per pound ; if printed in whole or in part in metal leaf, 35c. per pound. Books, booklets and periodicals of paper or other material of which lithographic prints are the component part of chief value, 8c. per pound and 15 per cent. ad valorem.

DOUBLE-THREE-SIDED CUTTER.

The attention of up-to-date offices is drawn to the Double-Three-Sided Paper Cutter, rendering exactly the same service as two three-sided machines for cutting, the first needing only one person to work, whereas two persons are necessary to work with two three-sided machines. Furthermore, in using the Double-Three-Sided Paper Cutter there are only necessary one strap, one placement, and one power. Whilst with the three-sided machines for cutting each push must be pressed in by hand and the pillar after each cut must be turned by hand, the Double-Three-Sided Paper Cutter is arranged with a mechanical device for the pressing, and the turning of the pillar after each cut is being done entirely automatically.

The advantages of the Double-Three-Sided Paper Cutter point to this labor-saving machine surely finding its way into all paper and printing offices, etc., where great quantities of papers or books are to be cut. Exact information about this machine, its price, etc., may be had of Karl Krause, Leipzig, and his representatives.

THE YOUTHFUL JOB COMPOSITOR.

IT is distressing to see boys learning the printing business who day after day receive no help, no instruction, no guidance from those for whom they work. There are many boys in this predicament, who, with plenty of desire on their part to advance, are kept at the plainest of work, reprint ads., etc. For such the following hints on job composition, though few in number, may be of some service. If they would only imbibe the ideas of their predecessors in the business, as laid down in technical text books, they might learn something of benefit to them. As it is, they too often rely upon what they pick up, for of instruction they receive little or nothing. Therefore, in this article the compositor, usually termed the apprentice, will be taken under advisement.

The young printer should remember that, in these times particularly, the demand is for the best in quality, workmanship, finish, appearance, the best in every sense, and he should set out with the determination to supply the want. Paraphrasing the old axiom that "a man is judged by the company he keeps," he must bear in mind that the modern job compositor is judged by the work he produces, and that the standard is being raised each year under the influence of competition and of new methods.

The youthful job compositor usually has a hard road to travel, dependent as he is in the majority of cases upon his individual exertions as to whether he will become an expert on fancy work or an ordinary workman. The jobbing branch of the business is crowded with workmen who may fairly be placed in the latter category; their pretensions as to ability have not foundation sufficient to enable them to claim to rank in the higher classification, and this state of affairs is too often their own fault. Yet it is the higher rank the young compositor should aim for; there is no harm done in aiming high, for those who are content with rut and routine will never become anything except commonplace workmen.

Without doubt many a young printer has fervently wished for more help than that which is unwillingly or half heartedly afforded him by his associates or his foreman. If we were sent to school and allowed to do what we liked there, in the matter of study, without any assistance or guidance from teachers, we would be a sorry lot, yet something similar is what frequently, almost commonly, happens in printing offices of late years, as far as apprentices are concerned.

Presuming that the individual in question is possessed of some little knowledge of the "art and mystery," and wishes to improve his ideas with regard to "tasty" work, what should he first do? The writer is not speaking of the boy who is unfitted by nature for the acquirement of taste; he has special reference to the youth with education and intelligence enough to understand that taste in printing is a pure development of culture on his part.

A high degree of taste in composition is not easily acquired, but one great factor towards its attainment is good literature, and another is careful study of the methods and ideas of good printers. A cultivation of taste for good books, good pictures, illustrations, etc., is bound to have a healthy influence on the mind of the typographic tyro. Plenty of material may also be found in the high-class trade periodicals, and great advance may be made if friendship is formed with a man respected for

his ability; in other words, "get on the right side of him." Careful study of examples of good work will be of material benefit towards the formation of style, which is too often a rare quality in job compositors—far rarer than should, in the nature of circumstances, be the case.

Bearing all these points in mind, the youthful compositor should first consider, when a piece of work is given to him, the question of appropriateness, not only the nature or class of the job, but of display. This is where the law of perspective comes in, where the relative prominence of facts and ideas contained in the job must receive proper consideration. The central or controlling idea must be seized and given its proper place; that done, the others may be ranged according to their relative value. This is where the compositor makes a success or a failure, for the correct treatment of relative values shows that a workman has a true idea of the sense of perspective. This property, if not inherent, may be acquired, though it takes many men long years to gain a true idea of it; for perfect illustrations in printing of the value of perspective are not common.

Principles do not change; methods do. Violations of perspective should be carefully guarded against, such as giving undue prominence to subordinate lines or making insignificant the matter that should be prominent. The value of forethought in laying out a job—paper and pencil are useful adjuncts in this work—cannot be sufficiently dwelt upon; the best jobber known to the writer, a shining light in his business, always lays out his ideas on paper. Be sure you are right; then go ahead.

Legibility, a vital principle in job work, should always be borne in mind; over-ornamentation and over-use of fancy type are repulsive, and are generally considered signs of poor workmanship. Ornaments should never be allowed to interfere with the readability of work; repress the tendency to use ornaments, a tendency which sometimes takes hold with renewed vigor of men when a supply of new ones is put into an office. It is considered a safe rule to use few ornaments; simplicity always pleases.

Proportion and contrast should be well understood. With a proper understanding of these principles much fine work can be done and when understood they must be thoughtfully observed. The man who masters properly the law of contrast will surely be good at display. Of course it is hard sometimes to do anything decent with a job, particularly when crowded, but this is not so frequently the case as in former years. Ideas as to the effect of words when in print have been subjected to the clarifying process for years, with the result that there is not near so much crowding as formerly obtained in advertisements and jobs. There is a general effort on the part of advertisement writers to so draw up their matter that the printer may be helped largely in his effort to secure good contrasting lines. They, in common with the printer, want something that will attract attention.

Good contrasts or effects "do not always exist in the difference between dark and light lines, nor in large and small lines, but frequently by long and short lines, and again by liberal spacing between groups of lines, and often again by all these features combined." The individual taste of a workman may make it easy for him to obtain pleasing contrast with heavy and light lines, with the aid of judicious spacing, the latter being a very important factor in many cases. Spacing should be thought of with an eye to good effect; it is well to remember this. In all kinds of work there should be liberal margins and free spac-

ing; these attributes form important factors in attracting attention. In artistic printing it is absolutely necessary to provide wide margins.

To secure an effective contrast the main idea of the job should be brought forward, and then the subordinate details, lines or ornaments will not conflict with the central idea. An elaboration of the lesser lines spoils the effect of the main ones, and is accordingly to be condemned.

It will be seen from the foregoing that good judgment is oftentimes of much more value than years of experience, or rather of unmethodical plodding. Calculation must be put into work; if this is not done a man may work on for years and never become noteworthy for anything beyond the ordinary run. The non-use of brains is what we would advise all beginners to guard against. Let the mind help the hands, which is where the intelligent and thoughtful man has an immeasurable advantage over the mechanical plodder or the ignorant or illiterate. Workmen should cultivate the mind and thus acquire taste which may be used to advantage, thus rendering their services more skillful and themselves more valuable workmen. Only thus will work be easier, life happier, and status improved. Surely this is a laudable ambition for every young printer.—J.E.J. in American Bookmaker.

HINTS FOR THE MACHINE ROOM.

CLEANLINESS is one of the fundamental essentials of high-class printing. If the pressroom is dirty the rollers will get hold of dirt and good work cannot be produced.

If a clear and sharp impression of a block is required for a proof, lay about four sheets of paper on the press table, roll the block, put it face down on the paper, lower the tympan, and pull in the ordinary way. This is hard packing with a vengeance, so mind what you are at.

When using copying ink, if it is too thick and does not take, apply glycerine to the ink plate with the tip of the finger until the trouble is removed. If the ink is too thin add powdered gum arabic. It is absolutely necessary to have rollers, forme, and press perfectly clean.

To prevent damaging type when printing envelopes open the flaps. If the envelopes are high cut, an even paper surface will be presented to the type. Tags and envelopes should be locked up with the head to the top of the chase, and, to prevent the forme from springing, the quoins should be placed at the top.

More harm comes to stereotype plates through washing, sorting and putting up than through printing. Plates should not be shuffled and cut and dealt out like playing cards. Cut some old glazed boards up to the size of a plate, and always insist on putting them between.

PROPOSED VISIT TO CANADA.

The Minnesota Press Association are thinking of visiting Toronto on their usual summer excursion. They have written the local pressmen in that city, and arrangements are being made to give them a reception. Some two years ago the Michigan Press Association passed through Toronto on such a trip, and spent several hours in that city. They were given a drive about the city, and a special luncheon at the Queen's was prepared for them. Montreal newspaper men also entertained the same party. Canadian journalists are never negligent on such occasions as these.

THE PROGRESS OF THE ENGLISH PRESS IN 60 YEARS.

Frederick Greenwood in Blackwood's Magazine.

REVIEW the newspaper press as a whole, and the most remarkable advance appears first in the number and excellence of the provincial journals, and next in the multitude and variety of interests which have been brought under its surveillance. Sixty years ago, the total number of daily newspapers in the United Kingdom was no more than twelve; and the sale of the whole twelve, (Times included) was probably less than any one of half-a-dozen daily papers now current. Of such journals there are to-day about two hundred—most, if not all of them, taking a larger scope than any of that period, and the best of them showing but very little difference between country and town. For many years the most masterly newspaper in English, after The Times, was a colonial journal—The Melbourne Argus. Out of Printing-house Square, it is still as good, probably, as any in existence; but if so, it must have gone on improving, for our great provincial journals have advanced by quick degrees to very high excellence. One or two Scottish journals, two or three English provincial journals, only lack what Price One Penny cannot supply—the fine paper and more open reading of the Walter press.

But whether the influence of the newspaper press in public affairs has increased with the multiplication of its forces is doubtful. There are reasons for thinking (one of them in particular shall be mentioned presently) that the clamor of so many voices in competition makes too much of a babel to be impressive. And there is something, perhaps, in the remark that down to Palmerston's time the machinery of government was more limited, more compact, more capable of being influenced by any single powerful agency from without, than in these days of diffused and confused authority. The discussion of affairs proceeded upon simpler lines than now. The questions of the day presented themselves in less complexity. The faddist had not yet arisen to start cross currents of perversity in every stream of political action. Therefore the business of government was more simple and direct, as also was that of the political critic in corresponding measure. His best play is made when he is able to go straight to the main points of the question in hand. He is lost if he has to run into a dozen "side issues."

Thus when we compare an older day with the new we find ourselves in presence of a greater (but more manifold) bulk of force, while yet the means of political power are in no small measure weakened and confounded. So it seems to me, at any rate. I still believe that one journal alone had more influence on Government in Lord Palmerston's day than the whole press has at this moment. And that brings me to the particular reason for thinking so which was mentioned above—it is that Governments are far more indifferent to the newspaper press than they used to be. They can be annoyed by the press; they can be embarrassed by the press; on a balance they can be helped or otherwise by its multitudinous contention. But there was a fear of the press, and an anxiety to stand well with it, which are by no means what they were, though not yet utterly destroyed.

Of one sort and another, however, there is power enough, and a fine prospect of future prosperity. Yet as to the future of individual writers, I should think better of them were fewer gentlemen and ladies going into journalism as a calling more hopeful than wine-agency and more genteel than governnessing—an influx from which no good of any kind can be expected.

A CANADIAN CABLE SERVICE.



MERELY sentimental reasons are not sufficient, I know, for advocating a radical alteration in the system of supplying cable news to the daily press of Canada. The system is dear to the hearts of the business department. It is cheap. On occasions it is efficient. But its chief merit is its cheapness. Before you approach the awful majesty of the Publisher with a proposition to increase expenses, you must be prepared to show practical benefits to follow, or you simply court

annihilation. To meet this emergency I am prepared to state, and in a measure prove, that a good cable service means increased circulation to the Canadian daily. Cable news, next to local news, is the best news a daily can print. For papers which have a large outside circulation, like the press of our large cities, it is equal to, or superior to, local news in value. The editor who wants to sell the paper will put into it what people want. And in Canada they read cable news. I know of a large daily which lost a dozen subscribers in one place because its cable service was inferior to that of the rival daily. The editor admits to-day that, from this incident and from others, he believes the publication of good cable news pays.

Of course, publishers are not in the newspaper business solely for the good of their health. They want a return on the investment. But I believe publishers are also fully alive to the value of the newspaper as an educative, civilizing force; they know that much of their enterprise redounds to the public good; that many expenditures only return indirectly, and sometimes very remotely, to the pocket. An appeal, therefore, may fairly be made to their regard for the public interest in this matter. Cable news is high-class news. Europe is still the centre of political, economic and constitutional movements. Great Britain is distinctly first in all that pertains to the civilization of our time. We ought to be well posted daily upon what passes there. To ignore, or to skeletonize, or, worse still, to misrepresent the records of certain events there, is a failure to recognize the value of the best news of the day.

But this question is often put: why do you not draw up your scheme and tell us how much it will cost? The answer is pat: because the cost depends entirely upon how many of, and to what extent, the Canadian dailies will co-operate. No service is possible unless the patronage of all the large dailies, with a "pony" service for most of the smaller ones, is assured. Another objection: if we all get the same news, where are our opportunities for exclusive items? That is an objection, and not a light one. But the establishment of a service common to all does not preclude the enterprise of the individual publisher who wants specials in addition. Rather will his chances for getting exclusive cable news be facilitated.

But—one can hear the business department say—you are talking of an expensive class of news, which costs 10 cents a word: such a rate absolutely forbids the ordering of specials as if they came over the wires at 20 cents or 25 cents per hundred words. Well, the tendency of cable rates is down, not up. Canada is on the point of voting a heavy subsidy to a Pacific cable. Has it ever occurred to you that Governments, in voting away the national money, might be forced to put in a stipulation

that the cable business intended for the nation—that is, the news of the day—should pass under the ocean at an exceptionally favorable rate? The Pacific cable, you say, will not give us a lever to work better Atlantic rates. Yes, it will. The Commercial Cable Co.'s line, to cite one case, across the Atlantic will reap a handsome advantage from the extension of a cable to Australia. It ought to be possible to effect a good working arrangement on Atlantic rates for newspapers out of the Pacific cable agreement.

At present the interest of Canadian readers in cable news is measured by the interest of United States readers in that news. Yet the two countries are wide apart in this respect. A political revolution in Kentucky, or a riot in Kalamazoo may be of greater importance to New York or Chicago readers than the whole column of cable news; and properly so. The republic is a vast community by itself with interests entirely and peculiarly its own. Canadian papers, rightly, put into a dozen lines what the great dailies of the States devote a page to. But, now, we are simply the tail of the American dog. When he barks angrily at the dismal prospects of bimetallism, the tail (that's us) trembles with rage; when he gambols joyously over the log-book of the Mayflower, the tail (that's us again) wags enthusiastically; when effete monarchy is sniffed at, the tail is responsively upright with scorn. It is one of the funniest spectacles now afforded to the reflective person, who listens to the defiant assertions of the daily press that Britons never, no never, will be slaves while they obediently circulate, in the news of Europe, exactly what the prejudices, exigencies, and interests of the United States press agencies say shall be circulated.

When the question was brought before the Canadian Press Association in 1896, Mr. J. S. Willison, editor of *The Globe*, made a moderate defence of the service then in existence, and pointed out, what was true, that no practicable scheme had yet been presented to replace it. Since then, the service has not improved; in fact, it has shrunk from the double service then supplied by the United Press and Associated Press agencies to the despatches of the latter only. I doubt if Mr. Willison would to-day be in a position to advance even the temperate defence then made. Before complaining of the apathy of the daily press in arranging a Canadian cable service, it is proper to acknowledge the enterprise of two publishers. Mr. Hugh Graham, of *The Montreal Star*, maintains, no doubt at considerable cost, a London correspondent who cables frequently and sometimes at length. Mr. John Ross Robertson, of *The Toronto Telegram*, also has a correspondent in London. The cabling of Kipling's poem the other day was a genuine piece of enterprise, and showed an exact appreciation of the demands of the Canadian reader.

But it is a complete and not a partial service for the Canadian public that is wanted. We should have an absolutely impartial and accurate service; it ought to measure the news of the day by the Canadian, not the British, standard; it would necessarily be quite distinct from the views which govern the present United States service. And until we have this, surely it is no exaggeration to say that we are neglecting a department of news which, from its direct relation to our political system, our commercial interests and the efficiency of the press as the recorder of current events, ought to claim the first attention.

A. H. U. COLQUHOUR.

PROPOSED PRESS EXCURSION.

AT the February meeting of the Canadian Press Association, the question of a summer excursion was discussed. Several plans were suggested, but the matter was left in the hands of the Executive to report on at a later date. The most practical scheme was one left over from last year and favored by a number of members, namely: A trip to the Lake Temiscamingue country. Since the meeting, negotiations have been on foot with the railway, and a proposed trip has now been outlined, subject to the approval of the members of the association.

The trip to Lake Temiscamingue would be about as follows: The party would start from Toronto on Monday evening, June 14th, at 9 o'clock, arriving in Ottawa the next morning in time for breakfast. The whole day would be spent in Ottawa, enabling the members to see the city and the Parliament in session. On Tuesday evening the party would leave by the C.P.R. for Gordon Creek on Lake Temiscamingue, arriving there at 10 o'clock Wednesday morning. All day Wednesday and Thursday would be spent around the lake, the members being taken to various points by small steamers secured for the occasion. At Gordon Creek a new \$20,000 hotel will be opened on June 1, and meals could be got there, sleeping accommodation being afforded by the pullman. The scenery, fishing and sizing up the agricultural prospects of the district are pronounced by those who know to be well worth a two days' stay. On Thursday night the party will leave for Ottawa, arriving there early next morning in time for breakfast. There would be practically half a day for seeing the city of Ottawa again, as the train for Toronto would not leave until 11 a.m., arriving in Toronto at 7 p.m. on Friday.

The round trip would cost each member \$20, of which \$7 would be for the use of the sleeper, \$6 for the fare and \$7 for meals. The accommodation would be excellent as to sleeping, etc. It is expected that a party of newspaper men from Quebec province would join the excursion at Ottawa, and the privilege of meeting brethren from the east would be one of the features of the trip.

The trip will not be taken unless at least 25 members signify their intention of starting from Toronto, this number being necessary to fill one car. The members intending to go should notify the secretary of the association in Toronto by May 29, and on May 30 notices will be sent out saying whether the trip will be taken or not.

REGULATING ADVERTISING.

IF there is a single department in newspaper making in which it is imperative that rules of cardinal importance be formulated and rigidly adhered to, it is that which has to do with advertising. Rates and restrictions have to be decided upon, in the first place; then terms of payment must be stipulated, and no deviation therefrom allowed; and finally an hour has to be fixed after which copy for changes in ads. cannot be accepted for the forthcoming issue. Among the regulations of minor importance are those relating to number of changes allowed an advertiser within a certain time, those regarding style of display, position, cuts, etc.

Publishers who persistently pursue the policy suggested look back with no pleasurable recollections of the siege through which they passed in bringing order out of chaos in this department. But there is not one who has succeeded in shaping matters

aright and in a businesslike way who does not stop every once in a while to congratulate himself upon having inaugurated the new order of things. It pays to set bounds and draw lines in any business. Many a time a sound rule—with the prestige of enforcement over a considerable period of time—is a veritable tower of strength to the newspaper, as well as to any other business. One has to begin tentatively, with regulations regarding affairs of lesser importance; but a good beginning having been made, steady progress can be achieved toward an end that will conserve every interest of the paper and mean much for its prosperity.—Newspaperdom.

CABLES FROM A DAILY STANDPOINT.

By J. S. Willison, Editor of The Globe.

IT is probably true that a direct Canadian cable service would be an admirable feature in the Canadian press, but I doubt very much if any such service could be adequately supported. It must be remembered that the Associated Press service now covers American as well as Old World news, and that a Canadian press service could only be supplemental. This would mean a very considerable additional expenditure on the part of Canadian newspapers. We would require to use the present Associated Press for American news, as it would probably cost more to establish a special American news service than we now pay for a service that covers both continents. Perhaps something could be accomplished if we could induce the Associated Press to add to its staff in England a competent Canadian journalist. I have never been much impressed by the charge that the present cable service is "Americanized." It is true that some of the special letters from London to the American papers are very thoroughly Americanized, and it has always seemed to me to be a mistake that certain of our Canadian papers should reprint these letters as direct despatches instead of crediting them to the American papers in which they originally appear. But even if we had a special Canadian cable service our people would unquestionably still be interested in these special letters to the American papers. The American view of British affairs has great interest in itself. So far, however, as The Globe is concerned, we would consider very sympathetically any feasible proposal for the establishment of a direct Canadian cable service. In view of the increasing trade relations between the Dominion and Great Britain such a service could be made of great interest and value to the Canadian people, and if such a service cannot be established some of us will probably have to increase our British service. There is no doubt that the Associated Press covered very badly the developments of opinion in England and the expressions of the British press touching the new Canadian tariff. The United Press service, which unfortunately collapsed a few weeks ago, gave the best British Canadian service that we have ever had.

From the latest issues of The Shelburne, Ont., Free Press, no one would guess that fire had recently destroyed the establishment. The Free Press has just entered upon its twenty-third year. The editor, in recording this event, prints a short, pleasantly-written article pointing out the progress and development made by the district since 1875, and assuring readers that the paper is in existence to minister to the needs of the public. This is good policy, because it makes the locality feel that the local paper is one of themselves, and an institution in the success of which they have a direct interest.

THE REPLENISHING OF MATERIAL.

It is incumbent on every alert printer to examine the founts in use in his office periodically for the purpose of discarding old and worn-out faces and replacing them with modern. An office cannot depend forever upon faces which were placed in it years ago; the increase of knowledge as to printing and type is vastly larger than it was only a few years back, and consequently customers look for what they know are the latest creations of the type founder.

The printer who steadfastly refuses to incur the expense of putting in new type is bound to feel the effect of his foolishness sooner than he expects. It is not, of course, necessary that he shall overload himself with all the new faces advertised, but he must certainly take notice of the fact that the typographic world moves, and moves sometimes with considerable celerity. The industry is ever improving in methods, and it behooves every man to keep pace with what has been or is being done. There are many offices in which new type could be advantageously placed, but the trouble is that printers cannot or will not see that such is the case. The same may be said of accents. There seems to be a rooted aversion to purchasing these necessities until some customer makes a decided protest about their non-use or the use of accents belonging to other founts. Ingrained evils of this nature should be firmly and quickly dealt with; they are simply blemishes on good trade methods or on good work.

Indeed, good work cannot be done where proper material is not supplied to the compositor, who too often wastes valuable time in looking for suitable sorts or accents, or changing battered letters in the galley. This waste of time is somehow frequently overlooked, under the supposition, perhaps, that as the workman is there he may as well fill in his time, which is far more costly, however, than are a few pounds of type. It would, indeed, be well for some printers to engage the services of a bright man to overhaul their offices and methods and clear away the cobwebs in the headpiece of the working foreman, and thus eradicate some of the evils which are bound to exist if one groove is persisted in. Other businesses utilize the services of that product of these last years of the century—the business expert and scientific methodizer, who is warranted to put everything right, or at least asserts that he is capable of so doing. Outsiders are better able in many cases to see defects that are not patent to insiders, who unconsciously drift into easy-going methods and consequently drift rot. It does a man good to work in various offices and note their methods.

That dry rot obtains in an office where compositors are always short of rules, slugs, etc., is patent, and is far from creditable to those entrusted with its management. There is really no excuse for permitting a state of things which entails hunting everywhere for these articles, of which there should be a plentiful supply. They cost comparatively little, and consequently, the man who thinks he is curtailing his expenses and adding to his bank account by not putting in a sufficient supply is laboring under a delusion.

As for sorts, it should be patent to every printer that his steady customers very quickly note that the variety of faces he keeps in stock is not what it should be. They note these things—in fact, plenty of them make a study of type faces—and if there is not a change according to their liking they try other printers. Obstinacy in neglecting or refusing to buy new faces

may thus be cured, but the method is rather an expensive one for the printer. Remedy of this sort has a depressing effect on the man who ought to have known better, does know better, but wouldn't open his eyes until the damage was done. In many cases it is futile to depend on the goodwill of customers, no matter how long they have been considered "in good standing with us."—American Bookmaker.

CONCERNING LIBEL SUITS.

By John Cameron, London Advertiser.

1. Avoid them, if possible. Cure is proverbially not better than prevention. With persistent watchfulness, and the reputation for a desire to be fair, you will not have many libel suits. If your editor or reporter is constantly getting you into libel scrapes he is too expensive a luxury.

2. A libel suit, however, is something against which even the most careful and conscientious publisher can have no complete insurance. The wise policy in such case ordinarily would be to get out of it as smoothly, cheaply and expeditiously as possible. Henry Labouchere, of London Truth, may reap harvests of glory and profit from libel suits; average experience is different.

3. The Ontario libel law needs amendment. It can be amended by well-directed, quiet effort. Andrew Pattullo, M.P.P., has given the matter study. Let him make Good Roads for purveyors of news. Let us help him at the right moment, in ways he may suggest. The year 1898 ought to see an improved Ontario libel law.

4. Don't indulge in the costly folly of airing defects in the libel law editorially, thus advertising to the "shyster" the weakness in your armor.

A CHANCE FOR ADVERTISEMENTS.

The new Canadian tariff on what are known as patent medicines is much more moderate than the former. The new tariff reads:

143. All medicinal, chemical and pharmaceutical preparations, when compounded of more than one substance, including patent and proprietary preparations, tinctures, pills, powders, troches, lozenges, syrups, cordials, bitters, anodynes, tonics, plasters, liniments, salves, ointments, pastes, drops, waters, essences and oils, n.o.p., provided that drugs, pill mass and preparations, not including pills or medicinal plasters recognized by the British or the United States pharmacopœia or the French codex as official, shall not be held to be covered by this item, all liquids, 35 per cent. and all others 25 per cent. ad valorem.

The old tariff on the same stuff was respectively 50 per cent. and 25 per cent., so that the tax on liquid patent medicines is cut in two. The makers of these in the States will now advertise more extensively in Canadian papers.

USE A SMALL PRESS FOR SMALL WORK.

And let that press be a Pearl. The new style 7 by 11 and 9 by 14 Pearls are getting to be as popular as the Gordon was once. Both sizes are provided with full-length fountains and impression throw-offs; also automatic shipperbrake and counter if desired. For catalogue address Golding & Co., Boston, New York, Philadelphia and Chicago.

MAY, 1897

SECOND HAND LIST

FOR SALE AT LOW PRICES

CYLINDER PRINTING PRESSES

JOB PRINTING PRESSES

MISCELLANEOUS MACHINERY

WHAT we guarantee to be thoroughly rebuilt is as good as new for all practical purposes. With all cylinder presses, intended to be driven by power, we furnish overhead set in fixtures, two sets roller stocks, cylinder packing and all necessary tapes and wrenches. When roller moulds are supplied composition rollers are not furnished excepting at regular charge upon purchaser's request. Our composition rollers are the best in the market. We supply a set in lieu of moulds with either new or second hand presses.

Agents for ---

Cottrell, Miehle, Universal, and
Westman & Baker Presses, - -
Child-Acme Cutters, etc., etc. -

Toronto Type Foundry Co., Ltd.

Babcock Optimus, Four Roller, Two Revolution

Bed 39252; table distribution; front delivery; air springs.

Babcock Standard

Bed 31851; air springs; tapeless delivery; back up. Good as new.

Campbell Country Cylinders

Bed 31146, with fine distribution. As good as new.
Bed 32147; prints six column quarto.

Campbell Complete

Bed 32250; prints six column quarto.
Bed 27541. Four rollers; box frame; tapeless delivery.

Campbell Two Roller Oscillator

Bed 33148; prints six column quarto. Good condition

Campbell "Economic" Two Revolution

(Late build.) Four rollers; bed 47564; table distribution, tapeless delivery. Good as new.

Campbell Two Roller Two Revolution

Bed 41156; job and book; will print 7 column quarto.

Campbell Two Revolution

Four rollers; bed 41156; double ender inking apparatus, table distribution; tapeless delivery.
Four rollers; bed 31750; double ender inking apparatus, table distribution; tapeless delivery

Campbell Book and Job

Four roller, two revolution press; bed 37252. Good order.

Campbell Intermediate Two Revolution Press

Bed 38153; tapeless delivery; prints seven column quarto.

Cottrell & Babcock Drum Cylinder

Bed 24230; rack and cam distribution; air springs; tapeless delivery.

Cottrell & Babcock Four Roller Two Revolution

Bed 35152; table and rack and cam distribution and tapeless delivery. This press will do fine book work.

Cottrell Two Roller Two Revolution

Rack and cam distribution and tapeless delivery, bed 42260. Rebuilt by Cottrell. This is a fine press for book or newspaper work.

Cottrell Drum Cylinder

Two rollers; bed 32246; air springs. In good order. Prints six column quarto.

Cottrell Drum Cylinders

Bed 21127; box frame; tapeless delivery; air springs; table distribution.
Bed 24230; box frame; tapeless delivery; air springs; table distribution
Bed 18222; rack and cam distribution; tapeless delivery; air springs.

Hoe Drum Cylinders

Two roller; tape delivery; prints seven column quarto; rack and cam distribution.
Bed 31247; rack and cam distribution; tape delivery; will print 6 column quarto.
Bed 18222; rack and cam distribution; tape delivery
Bed 31247; rack and cam distribution; tape delivery.

Little Wonder Cylinder. Bed 14195. In good order.

Mittler & Richard Wharfedales

Bed 55249; prints eight column quarto. Fine machine
Bed 10230; patent thers; good order.

Potter Country Drum Cylinder

Bed 31145; table distribution; tape delivery; in fine order.

Potter First-class Drum Cylinder

Four rollers; bed 36252, table and rack and cam distribution, tapeless delivery; good register. Good as new. Will print a seven column quarto

Potter Drum Cylinder, Extra Heavy

Two rollers; bed 29242. Will print double royal sheet. In splendid condition.

Bed 31246; prints six column quarto; tapeless delivery.

Potter Drum Cylinder.

Bed 12250; rack and cam distribution; good press.

Scott Job and News Drum Cylinder

Two rollers; bed 13242; rack and cam and table distribution; tapeless delivery; air springs. Good order.

Brown Folder.

Four folios; trimmer, etc., takes five column quarto.

Washington Hand Press. Eight column

Peerless Job Press.

11116; steam fixtures and throw-off.

Old-Style Gordon. 10115.

Old-Style Gordon. 7211.

Old-Style Universal

13219; with fountain and steam fixtures.

7 Horsepower "Reliance" Electric Motor

With extra armature. Cost \$422.

1 30-Inch Sheridan Power Cutter

1 32-Inch Power Cutter

29-Inch Shears. Iron frame.

Hand Embossing Press. Takes 117 inches

Hoole Paging Machine. 5 Wheel.

Hickok Head Compressor

Perfection C Wire Stitcher

Clamp Pad Press

15-Inch Job Backer

Printers' Plow Cutter

Two Seal Stampers

Hickok Power Sawing Machine

Thompson Power Wire Stitcher, 1/2 Inch

Rotary Model Jobber. 1211.

Engle Card Cutter

Scerling Perforator

Rosbach Perforator

Eclipse. 1211.

32-Inch Acme Self-Clamping Cutter

We sell Type and Printers' Materials, Now Job Presses, and Paper Cutters cheaper than any other House

TORONTO TYPE FOUNDRY CO., LTD.

44 Bay Street, TORONTO.
286 Portage Ave., WINNIPEG.

646 Craig Street, MONTREAL.
520 Gordova Street, VANCOUVER.

NEWS OF THE MONTH IN BRIEF.

ONTARIO.

A. W. MOOTE, who, some years since, was on the staff of The Renfrew Mercury, has recently started The Fordwich Record—a neatly printed eight-page paper, well supplied with local news and advertising.

R. Woolsey has joined The St. Thomas Journal staff.

The Mattawa Tribune has entered upon the fifth year of its publication.

The Leamington News has been enlarged to a seven-column paper and is bright and popular.

H. Gorman, editor and proprietor of The Sarnia Observer, has arrived home after a trip to Rossland, B.C.

The Ottawa Citizen Co., Ltd., is applying to the Lieutenant Governor in Council for power to increase its capital to \$100,000.

It is said that Mr. Edmund E. Sheppard, of The Toronto Star, will shortly proceed south on an important trade mission for the Dominion Government.

Richard Butler, formerly a newspaper publisher at Clinton, Ill., and once in the printing business in Hamilton, is coming back to that city to reside permanently.

Fred. Pyper, formerly of The Toronto News, is going to South Africa with a consignment of Linotype machines, that company intending to push business there.

Miss Eva Brodlique has just been unanimously elected president of the Chicago Press League, which is the press women's club. Miss Brodlique was formerly connected with The London Advertiser, and occupied a seat in the Ottawa press gallery for a season. She is going to London to represent The Chicago Times-Herald during the Jubilee ceremonies.

QUEBEC PROVINCE.

The Montreal Gazette has just put in five new Mergenthaler Linotype machines.

It is understood that Le Signal, a weekly French paper in Montreal, and of Liberal leanings, will shortly appear as a daily. The intention is to issue a morning paper.

MANITOBA, THE WEST, AND BRITISH COLUMBIA.

Nanaimo, B.C., has a new morning paper. It is called The Review.

A new Liberal paper at Selkirk is The Journal, conducted by Ira Stratton.

The East Kootenay Publishing Co. are going to start a new weekly at Golden.

James McNally, late of The Winnipeg Nor'Wester, has assumed editorial charge of The Fort William Daily Journal.

The Winnipeg labor paper, The Voice, has passed into the hands of three practical typos—Messrs. Cowan, Puttee and Pingle.

Mr. J. R. Lumby, late editor and proprietor of The Glenboro Gazette, has gone to Wabigoon, where he begins the publication of The Wabigoon Star.

The Brandon Mail is now a thing of the past, the good-will and subscription list of the paper having passed into other

hands. C. V. Cliffe, the proprietor, has gone to Sandon, B.C., where he takes the plant of the paper to start a journal in a fresh field. The Brandon Mail has been published by Mr. Cliffe for upwards of 12 years. The Sun and Times are the purchasers of the subscription lists of The Mail.

A daily to be called The Standard will shortly be issued in Kamloops, B.C. It will be Conservative in Federal politics and will support the present B.C. Government.

W. A. Myers, formerly proprietor of The Gladstone Age, who has been living in Rossland, B.C., for many months, and is now associate editor of The Evening Record of that city, is revisiting Manitoba.

MARITIME PROVINCES.

St. John Globe is putting in Linotypes.

The Guysboro Gazette is advertised for sale at auction.

The St. Andrew's, N. B., Beacon has entered on its ninth year.

The Coast Guard is a new paper published by M. H. Nickerson at Clark's Harbor, N. S.

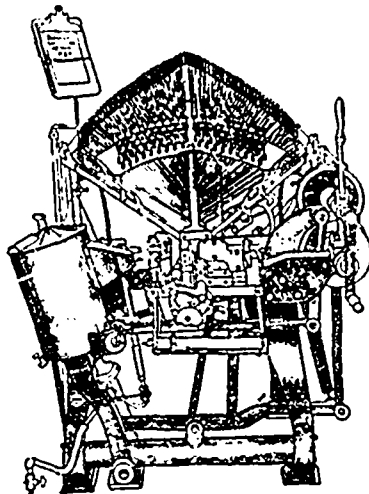
David Gray, a well-known Nova Scotia printer, is dead. He learned his trade in the old Halifax Reporter office. He served in the Northwest Rebellion as a volunteer.

A. E. McGinley is not now editor of Yarmouth Daily News. H. H. McDonald was the first editor. He was succeeded by T. H. Prescott, who remained a couple of days, and Mr. McGinley held the fort for a couple of weeks.

KEEP PRICES UP.

PRICES on printing do not increase with returned prosperity of patrons' business, although quickly dropping with the slightest depression. Coal may go up or down, the same with food-stuffs and other products of the soil and manufacturing industries, but prices on printing when down stay there. So, in case of a greater demand in quantity looked for by most printers, the prices and profits will remain stationary. Conservative houses, who have been inclined to hold aloof, have been forced into the disastrous competition by the reckless, guessing, unthinking methods of others, who, thinking of nothing but to-day, have taken work at almost any price that would help pay current expenses. Keeping the machinery going is very well, but with the past and present style of competition, which has no bottom, it is only a question of time when expenses cannot be paid, and such cases are showing up every day in offices where considerable work is apparently being done. When the time is at hand when work will be more plenty, and customers refuse to pay more than they paid for the same work before, printers will be sorry for the several instances they can recall where they unmercifully slashed the other fellow's figures.

Much-needed action on the part of printers to change conditions cannot be counted on to materialize in the future any more than at present, nor can it be supposed that there is much further chance for closer economy of production unless improvements in machinery, etc., unexpectedly develop. Even such improvements, when clearly practical, printers are slow to adopt through hesitation in making the investment. — Press and Printer.



ROGERS TYPOGRAPH

The London News

in June, 1896, bought and paid cash for two Linotypes. In March last these machines were displaced by five Typographs. Read what The News says about the two machines:

"With the growth of the business came the need for greater type casting facilities, and it was decided, after a careful investigation of the merits of the various machines and their application to the needs of a paper such as The News, that the most economical machine was the Typograph. The Typograph, though not so speedy, requires only one man, and is simpler than the Linotype in mechanical construction, and less liable to get out of order, being superior in finish. For anything less than a battery of four to five Linotypes, the Typograph is the more economical and has the greater number of good points. Even in the largest offices it is doing splendid work, being used by The Montreal Star, Toronto Telegram, Hamilton Times, and other large daily papers. And accordingly a plant of five machines was purchased."

No matter how small the office—they will do the work. One machine can produce as cheap type, correspondingly, as five. Try it for yourself. Won't cost much to try.

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TORONTO

REPORTING ON A COUNTRY WEEKLY.

THE editor, who is generally reporter of the country weekly, has to be the court and municipal reporter, the society editor, the sporting editor, city editor, religious editor, plain editor, and plain reporter. He also has to edit the editorial page, the correspondence, and wade through a half-hundred "esteemed contemporaries." He is also business manager and chief clerk, stenographer, advertising manager, job-work solicitor, circulation boomer, and generally finds time to throw in type, make up the forms, and get out the mail list. Then he goes home and makes garden, and sits up all night with the children afflicted with the measles. After that he figures on how he can get even with the railroad companies and ride out the mileage allotted him. And he generally does.

But there should be more system in his reportorial duties. Most of these one-man country papers lack local news. There is too much Washington letters, furnished by patent houses. There is too much boiler-plate. There is too much padding and time copy. I would rather turn my compositors loose in the back yard, pitching quoits, than furnish them time copy just to keep them employed. This kind of stuff generally cuts out or curtails interesting matter when the "form-closers" come in. There is too much of the "poor editor" rot in the papers; too much of copying floating items with reference to supporting the home paper, and how the fellow who does not pay for his subscription will go to Hades.

Handle your local matter as fast as it transpires. Keep a notebook in your pocket at all times. Jot things down, don't trust to memory; and, above all, do not embarrass those of whom you seek information. Approach them quietly; ask the questions; step to one side and place the item in your notebook. Nine men out of ten are pleased to see their names in print, but ten out of ten will think that thirty pairs of eyes are looking at them, and fifteen people are commenting upon them if you pull out your notebook and jot down what they say at once. Keep your eyes and ears open. Be correct. Better not publish a piece of news if you are uncertain as to its authenticity.

I have what I call a weekly round-up. I call on all the doctors, the ministers, the justices of the peace, the railroad agents, the county building offices, the marshal and the contractors.

Marriages, when they are to be brilliant functions, I report before the event transpires, and embellish after the nuptials. Funerals I generally handle in this way: I send a polite note to the near relatives to gather about the family table and work up a short biography of the deceased, if the prominence of the deceased warrants it. I call a biography news, and an obituary notice written by relatives one to three weeks after death an ad., and charge accordingly for it.

Do not be afraid to open your exchanges and study "style." You can get ideas. I do not hesitate to take an article and

revamp it. Suppose you see that one country paper has gotten the number of sparrows killed in his county, for which bounty has been paid, and figured up that with one sparrow four inches long, 10,000 sparrows placed in a row would stretch out so many miles. You clip that article and go to your county building and find out the number of sparrows killed in your county and figure out the lineal measure of the sparrows so killed.

I adopt a circular note in reporting costumes of big social doings. It is quite an advertisement for the paper; and the special sales are sometimes a thing of wonder to me. A country weekly with a special sale of 150 to 200 copies has something to think about.

Here is one of the styles, which I vary as occasion demands:

COSTUME WORN LOTUS CLUB DANCE.

Kindly fill out the following and return to The Journal office, Lacon, Ill., not later than Tuesday, March 30:

- Name
- Color of dress
- Kind of goods in dress
- Trimming
- Style of dress (if after any particular style)
- Flowers
- Remarks

I get as many names in the paper as I can; and I get them correct. If John Jones is reported James Jones, John thinks he is not of sufficient importance for the editor to be familiar with his first name.

Don't be afraid to say a good word for a merchant, thinking that you are going to give him some free advertising. That merchant's business is worth money to you if you get it. I drop into the stores occasionally and have a talk with a merchant on new styles of men's hats, and quote him as the authority. He is pleased, and the public know what is correct to wear.

The subject of reporting is inexhaustible. I believe that the best way to go after news is to go quietly and inoffensively. Do not flaunt your business in everybody's face. You are not as important as you would have other people suppose. Study human nature. Know how to approach a man. This is easily possible in a small town. Above all, keep your eyes open, keep your ears open; leave your notebook out of sight, except in extreme cases, or where you have a lady or gentleman closeted at home or in office.—Willis B. Powell, of The Lacon (Ill.) Journal, in Newspaperdom.

A NEW PAPER.

A new medical periodical has just appeared in the United States, and is published at St. Louis, Mo. It is entitled The American X Ray Journal, and is devoted to the practical application of the new science and to the physical improvement of man. It is to be published monthly, the May number being Vol. 1, No. 1. This number contains, besides 27 pages of reading matter, a half tone cut of Prof. Roentgen, the discoverer of the X ray. Several radiographs are also shown, especially in their reference to surgery.

The Wise Printer

Buys only Point System Type. Every new type design appears **ONLY** on the Point System. All the old designs that are worthy of a place are also made on the "Point." There is no other system.

The Wise Printer

Shows his wisdom by buying only Point System Type, because one set of spaces, quads and furniture justifies every type, rule and border in his office, and every size of border, type or rule is in exact proportion to every other size.

The Wise Printer

Would be most unwise if he continued to have two sets of spaces, quads and furniture in his office when one set is sufficient to do his work at half the cost of two sets.

The Wise Printer

Knows that Time costs money, and that Labor-Saving Materials are the cheapest always. The Point System is a Time-Saver, and Time costs more than material. Point System is Labor-Saving.

The Wise Printer

Buys his materials, machinery and type where he is sure to get the best, the original, the accurate, made by the largest and greatest type-founding concern in the world—The American Type Founders' Company.

The Wise Printer

Having carefully considered the new, and decided to abandon the old, will order his supplies of type, machinery and materials from Toronto Type Foundry, where nothing but the latest and best is offered for sale, where none but Point System Type can be had at any price, where old body type is mere junk and is melted up.

THE DAILY PRESS.

THERE was an excellent write-up of the new Victoria Bridge in The Montreal Herald recently. It was partly descriptive and partly historical. It is only mentioned here as an example of really useful, readable journalistic work. The news end of it lay in the forecast of the changes to be made to the famous bridge; into this were weaved many interesting details of the first construction, etc. Articles of this class come under a somewhat neglected department of the modern newspaper, being crowded out by columns of small stuff, which, in his heart of hearts, the news editor knows to be trivial, but feels impelled to print. There is such a thing as living down to the level of street gossip and a list of names. Between that and the dull, heavy reporting, which is of no use except as a cure for insomnia, there must surely be a happy medium.

No one denies the vast interest of the "personal" column; it is one of the best in the paper. But hotel personals are notoriously the creation too often of his lordship, the hotel clerk, who sticks in the names of regular patrons of the hotel, rather than the people whose presence in town interests the public. Many people of importance come and go and their names never get into the papers at all. The science of interviewing is well understood and has been thoroughly exploited by city editors in all our large cities. But the efforts are spasmodic, and for weeks at a time you will see no interviews at all.

A telegraph editor, whose opinion we respect, complains that a suggestion in this column last month was impracticable. It related to the editing of the war news. "You seem to forget," he writes, "that a morning paper gets some of these despatches at 2 a.m. How can we summarize or edit to any extent at that hour? We are fortunate in being able to handle it at all." There is, of course, reason in this. But the late cables are the product of the unsatisfactory service from Europe which our dailies have borne with the patience of mules for many a long year.

Now, and for years back, the tendency to draft raw youths, University lads, and other untried material into the reporting staffs is a feature of the business. They cost little, and do pretty well even at first. But they are soon assigned to work which only a trained newspaper man can attend to properly. The paper suffers in this way, and they wonder why criticism of the press is so rampant. What is the use of sending to a hotel register, or after an interview, a man who does not know the prominent people of the country, and who is not posted on current events?

Mr. Andrew Pattullo, M.P.P., was in Toronto this week on his way home from Montreal and Ottawa. Mr. Pattullo, with the intelligent activity which characterizes him, is interested in libel laws, cables, and other subjects of current discussion in the newspaper world. It remains, one observes with satisfaction, a journalist first and a politician second.

In the heat of debate in the House of Commons Sir Charles Tupper questioned the fairness of the cables from Canada to The London Times relative to the new tariff. No competent authority—and a politician, however able, is not a fair judge of a journalist—will say, after perusal of them, that the cablegrams

in question are other than fair, accurate and impartial. Mr. Cook shows no political bias, and furnishes a very valuable service, infinitely superior to any previous one. This is said after a close and constant inspection of The Times' Canadian news during the last ten years.

THE TORONTO WORLD'S NEW OUTFIT.

For a fortnight The World has been printed on its new Goss press. The announcement of the change describes the new equipment as "a straight-line, three-deck Goss perfecting press, turning out 24,000 copies an hour of six, eight, ten or twelve-page papers, inserted, pasted and folded. It is in reality three presses built one upon another and delivering their united product in a single folder at the end. A duplicate of this press is already under way. This new plant, driven throughout by electricity, will enable us to print all the news up to the latest moment and to send out The World by the earliest morning mails and all over the city before daylight."

The World now wears a handsome appearance and its news is well displayed and well condensed.

SITUATION WANTED.

POSITION WANTED—A COMPETENT REPORTER WOULD LIKE POSITION on good live paper, town or country. Not afraid of work, five years, at ease and five years reporting; shorthand. Correspondence invited. Address "Scot," care MacLean Publishing Co. Ltd., Montreal.

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ADVERTISING DEPARTMENT
MONTREAL . TORONTO

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The extraordinary demand for this paper keeps constantly increasing and renders it almost impossible for us to keep up our stock. ❀❀❀❀

We are making every effort to meet the demand and will have a full stock of every size next week, when we shall be pleased to receive your orders. ❀❀❀❀❀❀❀❀❀❀❀❀❀❀❀❀

Prompt shipment and careful attention
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THAN IN ANY OTHER WAY.

POLICIES are Unconditional and Guarantee Extended Insurance after two years. Paid up Policies and Cash Surrender Values guaranteed in the Policy.

Rates and full information furnished on application to the Head Office, Toronto, or to any of the Association's agents.

W. C. MACDONALD,
Actuary.

J. K. MACDONALD,
Managing Director.

IMPORTANT AGENCY.

WE are pleased to be in a position to announce on good authority that the selling agency for Canada of the envelopes made by the Morgan Envelope Co., of Springfield, Mass., is now in the hands of Buntin, Gillies & Co., Hamilton. The Morgan Envelope Co. is one of the largest and best known of American manufacturers, their product occupying the front rank, both in regard to quality, style and value. No house in Canada is better fitted to handle such a line, and we congratulate both the Hamilton house and the manufacturers on the arrangement. No American envelope makers have heretofore had a Canadian agent, and while different dealers have handled American envelopes in a half-hearted way, the enterprise shown by these parties will have a strong effect on the Canadian market. We look for even keener competition than in the past, as this combination is certainly a strong one and will surely get a large share of the trade.

THE LOT OF THE NEWSPAPER MAN.

THE somewhat cynical remarks of Mr. Walter C. Nichol on bidding farewell to the readers of The London News are commented upon in one or two contemporaries. The Petrolia Advertiser says: "Mr. Nichol's parting words to his London readers are characteristic of him and make useful reading for those who think an editor's path is strewn with roses, and that it is an easy task to write a column of editorial day after day on this, that or the other subject. What a magnificent thing it would be if we could get all the would-be editors into editorial

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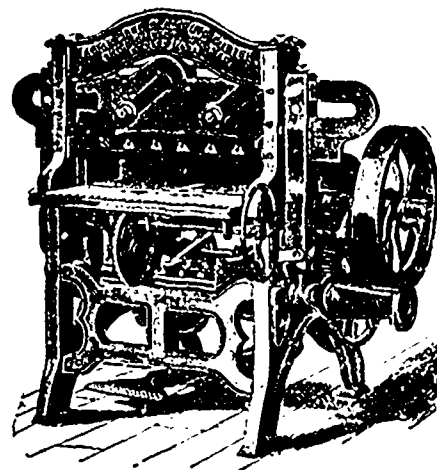
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HIGHEST AWARD at the World's Fair.
FORTY sizes and styles, 28 to 72 inches.

CHILD ACME CUTTER & PRESS CO.

64 Federal St.

BOSTON, MASS.

chairs, that they might taste of the joys of the dull, weary, daily grind and the small salary?"

The Guelph Herald says it is glad to see Mr. Nichol escape from the journalistic juggernaut even for a time. "But he will surely come back. Brave in his new resolve, he thinks now he can free himself from the fascination of the sanctum, with its 'demned horrid grind,' as Mr. Mantalini used to put it. But stronger and more enduring than Egypt's hold on him 'who madly flung a world away' is the influence of a newspaper office on one who has become inured to its drudgery. We may chafe under its unceasing demands on our mental being; we may protest against the little that it gives us in return for our minds' best efforts and our lives' best years, and some of us may, as Mr. Nichol is doing now, throw off the shackles and strike for freedom. But in the ease and luxury of other callings, we will sigh for the throb of the presses and bustle of the sanctum and the yell of the energetic devil for more copy."

PRINTERS' POINTERS.

W. B. Powell, Lacon (Ill.) Journal, in Newspaperman

If you want an ink reducer or a roller wash, use the following:

If you want a solid tint block use cardboard pasted on old wooden base, and reduce ink with above recipe.

If you want to do a two-color job with one impression. Set up one form, pull color lines, and make two forms; impose one upside down from the other, and then print double. After running stock through, wash up, change the color, turn the stock, and finish job. In inking lines, have the colors evenly divided as possible.

A CENTURY OF NEWSPAPER PRINTING.

THE development in the apparatus of newspaper printing is perhaps the most marvellous thing, besides the telegraph, that the nineteenth century has witnessed. In the early years of the century newspapers were produced on a hand-press at the rate of about 125 copies an hour. Now it is possible to print them at the extraordinary speed of 24,000 copies in the same time. But while each copy of the earlier paper was made up of only four pages, the modern newspaper may contain twelve. This means that the actual rate of production now-a-days is 72,000, as against 125 ninety years ago. Furthermore, a single page of to-day's newspaper may contain quite as much matter as all four of the earlier print. Going on and multiplying the 72,000 by four, the astounding fact is thus revealed that in place of 125 newspapers, as our grandfathers may remember them, we can now turn out the equivalent of 288,000.

How this result has been achieved may briefly be indicated. The flat hand press, after a career in England of about 340 years, was first superseded in 1814 by a steam-driven cylinder machine, which, in the language of *The London Times*, worked "with such velocity" as to impress 1,100 sheets an hour. By a succession of improvements the rate was gradually raised until by 1848 it had reached the number of 12,000, the printing, however, being on one side of the paper only.

The problem of impressing both sides simultaneously was solved in 1869 by a Scotsman, John Cameron Macdonald, manager of *The London Times*. This was effected by the process of stereotyping, which enabled the machine to be supplied with a double set of printing plates cast from a mould taken off the type. This machine was also fed by a web of paper, which it printed on both sides, cut into single sheets, and delivered at the rate of 10,000 an hour.

But how, it may be asked, is labor affected? Well, the hand-press was manipulated—say, by two men; the new "Hoe" is attended by three. If, as has been said, the "Hoe" produces the equivalent of 288,000 copies for 125 of the hand press, it would appear that with three men work is done that would by the old process have required 4,608. There is another result. In its first years the price of *The Scotsman*, for example, was tenpence; it may now be had with twelve times the contents—or ten shillings worth at the old value—for one penny. Besides this, by aid of telegraph and railway, your daily penny-worth contains news up to date from every part of the world, all well arranged and accurate, as well as other details too numerous to mention. Thus, with saving of labor, cheapening of price, and improvement of quality, not much more, it would seem, remains to be done for newspaper printing.

PRINTING MACHINERY.

The Controller of Customs has made an important ruling regarding the duties on Linotype matrices under the new tariff. A Toronto paper passed six sets in yesterday, and entered these matrices, from which the lines of type are cast, under the heading "Type-making accessories for printing presses." A new definition. The matrices are, therefore, dutiable at 10 per cent. only, instead of as manufactures of brass at 30 per cent. under the old tariff. Stereotyping machinery, for making the plates from which papers are printed, will also be admitted at 10 per cent. duty in future.

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Envelopes

Let us send you samples and quotations. . . .



When a customer asks for good paper, use

Century Linen

When he leaves it to you, you can make no mistake by using

Century Linen

When he wants a cheap job, show him how much better and how little dearer to use

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Buntin, Gillies & Co.

HAMILTON

PAPER AND PULP NEWS.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, MAY, 1897

THE TRADE AND THE RAILWAYS.

MR. LARKE, the Canadian Government's commercial commissioner to Australia, in his report, comments upon the backwardness of our paper manufacturers in embarking in the export trade to Australia. He thinks it possible for a big business to be done with the Australian colonies, and the importers of Melbourne express their surprise that the establishment of regular steamship communication between Canada and Australia has not been followed by large shipments of paper and pulp from the Dominion. This is a matter to which PAPER AND PULP NEWS has previously called the attention of the Canadian trade, and our remarks upon the subject are emphasized by Mr. Larke's report. The Australian colonies are large importers of paper and would appear to offer a profitable market for the Canadian trade to enter. The long haul from Ontario and Quebec to the western seaboard is certainly a drawback, but now that the genial and energetic president of the Canadian Pacific Railway Company has embarked in the paper and pulp industry the policy of that road may be modified with respect to freight rates when the great possibilities of the trade are realized. A liberal encouragement to the paper manufacturers, which would enable them to build up a trade with the Australian colonies, would prove advantageous to the railway by materially increasing its business. One of the chief obstacles in the way of the Canadian paper manufacturers entering into the export trade is the heavy freight rates, and it behooves both the great railway corporations to consider whether they are not standing in their own light by keeping the rates at a prohibitive figure.

CANADIANS ARE SAWING WOOD.

THE pulp and lumber men, although the budget speech did not contain an intimation that an export duty would be imposed upon pulp logs and saw logs, are still confident that the Dominion Government will, in the near future, impose the duty. Our cousins to the south are not by any means confident that the danger is past, and the trade journals are endeavoring to convince the paper men that an export duty will not be such a bad thing after all. The following extracts from an article in The Paper Mill are rather amusing:

"The Canadians have developed a new idea in their fierce trade warfare—on paper—against the United States. It is suggested by a lumberman, and it is to the effect that whenever any country shall impose a duty of more than \$1 per 1,000 feet upon Canadian lumber, the exporting of logs and pulp wood from Canada to that country shall be absolutely prohibited, and that Canada shall impose an equal duty on any lumber imported

from the offending country. Good gracious! Ought we not to get under cover quickly before it rains?

"On second thought, what the deuce is to become of the Canadians who earn a living by cutting pulp wood and selling it to us? If what the Canadians say be true—that they furnish us with 60 per cent. of the pulp wood we use—we must pay them a big pile of money in the course of the year, and the loss of such a customer would be a very serious one. But the Canadians will probably stop considerably short of prohibiting the exporting of pulp wood to this country. What they will probably do will be to impose an export tax of \$1 or perhaps \$2 per cord. Then we shall buy as little pulp wood across the border as may be, meanwhile making the best use of what we have on this side of the border. Presently the Canadians will get over their Anti-American pulp mill cholera, and will conclude to take the good which the gods give them, and then the export tax will be taken off.

"Of course it is aggravating to Canadians to see the pulp wood shipped across the border, to be manufactured into pulp and then into paper, in American mills, when if circumstances were favorable, it might be worked up in Canadian mills and thus a great industry might be established there. But such things, however desirable, are never accomplished in a rush. They come to pass through processes of evolution which require considerable time. Some time in the future Canada will have a great paper industry, but it will not be built up through attempts at coercing American manufacturers, nor by prohibiting the exporting of pulp wood. 'Keep still and saw wood.'"

The trouble appears to be that the Canadians have been sawing wood too vigorously for the peace of mind of our neighbors.

A NEW PULP COMPANY INCORPORATED.

The Petewawa Lumber, Pulp & Paper Co. have secured incorporation by Act of the Ontario Legislature. The first directors are Aage Drewson, manufacturer, of the city of New York; George Urban, jr., banker, Tracy C. Becker, attorney, George Dakin, financial agent, all of the city of Buffalo; and Andrew T. Mohr, lumber dealer, of the city of Niagara Falls; all of the state of New York. The capital stock of the company is \$1,000,000, divided into 10,000 shares. The head office of the company is to be at Petewawa, Renfrew county. The company is given large powers, covering the manufacture and sale of lumber, pulp and other manufactures incidental thereto, to generate and sell water, electric or other power, also to construct electric and other railways and telephones and lines for the transmission of electric power to points within certain limits. Power is also given to issue preference stock.

THE NEW TARIFF.

THE new tariff brought down by Hon. Mr. Fielding, while possessing many features of undoubted merit, contains some items which are not only not in the interests of the paper manufacturer, but will in operation work positive injury to the trade. There appears to be a reasonable certainty that the Government is merely withholding the announcement of an export duty upon saw and pulp wood logs until the United States has definitely adopted the Dingley bill. This is the general acceptance of the situation by the press of the neighboring republic. A correspondent of Wood Pulp News has the following to say upon the subject: "The stand taken by the adherents of restriction in regard to the log, pulp wood and lumber trade has been rendered more obstinate and the prospects in their favor brightened by the re-appearance in the United States Senate Finance Committee's tariff bill of the lumber duties of the Dingley bill. Further, the Senate Finance Committee, while lowering the Dingley duty on ground pulp from one-twelfth cent per pound to seven and one-half cents per cwt., incorporates with the item a provision to balance any export duty we might put on pulp wood. The result of this has been to rouse Ministerial journals, and one of the nearest to the Government, The Toronto Globe, the chief organ of the Liberal party, gives us to understand that Mr. Laurier and Mr. Fielding nurse thoughts of retaliation. The Ottawa correspondent of that paper says that an export duty will probably be placed on logs and pulp wood, and an import duty on lumber, now that it appears certain there will be an impossible American duty on Canadian lumber."

The Canadian paper manufacturer, however, has good cause to complain of the reduction in duty upon some classes of printed matter which will result not only in loss of business to the paper men, but in the loss of employment to many Canadian printers, pressmen and other kindred trades. It seems strange that whilst the Government on the one hand appears inclined to respect the demand that the employment to be obtained by transforming the spruce logs into pulp shall be reserved for Canadians, it promulgates a policy, the direct effect of which is to deprive Canadians who are engaged in the other branch of the same industry of the employment which they now have. The reduction in the duty on books will result in the cheaper books and reprints being brought in by the ton; this means a loss of market to the paper mills. The abolition of the specific duty upon wall paper opens the doors to the cheaper grades of United States manufacture, as the difference between the duty of 25 per cent. on his raw material and 35 per cent. upon the finished article is not sufficient to encourage the wall paper manufacturer to continued expansion in the business. The abolition of the specific duty of six cents per pound upon advertising pamphlets, circulars, illustrated price lists and articles of that description, even although the ad valorem duties are increased from 20 to 35 per cent., it is asserted will have the effect of transferring the bulk of what has in recent years grown into a very large and profitable business from Canadian to American hands. The trade journals published south of the boundary line have not been slow to recognize the opportunities thus offered for an expansion of their trade, and to encourage their mills to take advantage of them. The situation from their standpoint is summed up by Paper Mill as follows: "There are a number of paragraphs in the new Canadian tariff that are of interest to

American paper manufacturers. The tariff on wall paper is reduced. So is that on straw boards; likewise that on books, printed matter, advertising pamphlets, show cards, calendars and the like, and on the species of publications known as 'patent insides,' that is, newspapers partly printed and intended to be completed in the localities where they are to be circulated. All this means that the chance of selling more paper in Canada than has been sold heretofore is very good; not that the additional market is of such proportions as to be of great importance to Americans, but the loss of it would be rather severe to the industry in Canada."

It is thus evident that both Canadian and American paper makers agree as to the results which will be produced by the new tariff, and this unanimity of opinion fully justifies the protests of the Canadians against the reduction of the duties.

PRESERVATION OF WOOD PULP.

CONSIDERABLE attention is being given to the preservation of wood pulp on the Continent. It is stated that the experiments made with a view to disinfection by Drs. Klemm and Rohrig are not yet concluded, but at the same time there is no reason why paper makers and pulp makers should not work on independent lines, especially as those causes of failure which so far have been found out should henceforth be most carefully avoided in the manufacture of the pulp. It seems proved that the seeds of the fungus which spoil the pulp must be looked for in the raw wood, says an English exchange. On these lines everyone interested in the subject can easily make further experiments. In fact, the treatment of the raw wood should be studied most minutely, if a good pulp is to be made which keeps well. Workmen must be watched, and a strict control will often find faulty pieces of wood which have not been thrown out, and most likely be the cause of much mischief afterwards. The objection that prices of raw wood being high now, one ought not to be more particular than formerly, when such spots were passed without any trouble, can easily be met with the answer that, as the demand lately has been good, the pulp has been worked up more quickly, and therefore the opportunity of spoiling reduced. It is generally believed that pulp having a few spots, if it is at once worked into paper, cannot possibly allow this fungus to spread. On the other hand, if the pulp is to be kept before it can be used, a greater care naturally must be taken with the selection of the raw wood. This is not so difficult, and is done successfully in chemical pulp mills. There are always both kinds of pulp demanded, and therefore no great difficulty should be experienced in using the necessary precautions, which must pay for themselves in the end.

PAPER DRINKING CUP.

A paper manufacturer of Elberfeld, Germany, has recently patented quite a novelty. It is a substitute for a drinking glass and may best be styled a cup made of paper. The idea is well executed. The drinking cup is so small that it may be carried in the pocketbook, and it enables the traveler to always have his own clean drinking glass. It is so cheap that it may be thrown away after having been used but once, or when it has served its purpose. These paper drinking cups are of a strong yellow paper, provided with a leather-like surface, and are absolutely water-tight.

SATIN-WHITE.

SATIN-WHITE is used with greater advantage than blanc fixe in the manufacture of chromo and glazed papers. This substance consists of thirty parts of hydrated alumina and seventy parts of sulphate of barium, and imparts to the paper with which it is coated a beautiful gloss and brilliant white appearance. The hydrated alumina used in its preparation is obtained by precipitation from pure iron-free sulphate of alumina with carbonate of soda, whilst the sulphate of barium is obtained in the same way up adding sulphuric acid, or oil of vitriol, to barium chloride.

Satin-white, owing to its greater adhesive power, requires less size to fasten it upon the paper, and also less color for coloring it than blanc fixe. It is also well adapted for the preparation for opaque envelope papers which must possess a damp surface. The mixture used for these papers consists of 1,000 grammes of satin-white in the form of paste (70 per cent.) intimately mixed with the litre of a solution of glue of specific gravity 1.27, and one-half a litre of glycerine. This mixture is spread on the surface of the sheet of paper with a soft brush, and slowly dried at a temperature of 35 or 40 degs. C. As hydrated alumina has a strong affinity for aniline dyes, the satin-white may be easily colored by an admixture of a hot aqueous solution of the dye, such as methyl violet B., rhodamine, etc. This is especially suitable for covering envelope papers with a thin layer which will not crack when bent or folded.

This substance, satin-white, is particularly suitable for the manufacture of machine-made papers. The nearly beaten "stuff" in the engine is first treated with a mixture of carbonate of soda and barium chloride, separately dissolved in water, and after the lapse of a few minutes, the mixture of sulphuric acid and sulphate of alumina is added. The satin white is rapidly formed, and adheres firmly to the fibres.

If the pulp needs to be colored, it is advantageous to use acid, resisting dyes, e.g., Pouceau scarlet for cotton, amarath, echtroth A and B, acid-fuschine, Paris-blue, etc. When a pale color is required the mixture of sulphate of alumina and sulphuric acid is first poured into the beating engine, and afterwards the aniline color dissolved in hot water in the requisite quantity, the final precipitation being effected by adding the solutions of carbonate of soda and barium chloride. The backwater of the machine is perfectly free from color, showing that all the dye has been fixed upon the fibres. —*Papier Zeitung.*

THE HOME MARKET.

"The less said about prices the better," was the remark made by the agent of one of the largest mills in the Dominion a few days ago. "It is not that our customers have not been getting good value for their money and a low price for a first-class article, or that they were not satisfied of that fact. The trouble is that a mill on the other side of the line sent a representative over here to sell at a low figure. He has been here more than six weeks and has succeeded during all that time in selling three carloads by cutting prices. Of the three customers he succeeded in obtaining, two have come back to us already and he will not get them again. We just made up our minds that we would not be undersold and have met the cut. Although it costs us money we have made up our minds to let the people to the south of us understand that we intend to hold the market here. We don't want a big profit, but are satisfied

to live and to let our costumers live also. The consumers are becoming alive to the fact that if the Canadian mills were closed down the prices would soon go up higher than ever." Apart from this little flurry the market has not shown any tendency downwards and the demand continues good, and prices remain about the same in all grades.

A NEW POWER CENTRE.

Thirty engineers under the direction of John Bogart, consulting engineer, have completed the survey work in connection with the proposed canal of the St. Lawrence Power Co., organized to develop the water power of the St. Lawrence River. This canal is to be 20,000 feet long, and is to extend from a point near the head of Long Sault Island south of the Grass River, where it can be continued parallel to the river for a mile and a half. For the present only 3,000 feet of the canal will face the river, however, and somewhere along the line of this parallel strip the company's electrical power plant is to be located. The water plunges over a bluff 48 feet high here, and the location is declared to be an ideal one for paper mills.

Some 75,000 electrical horse power will be generated to start with, and an offer has been received from a syndicate which proposes to buy up one half the power and rent it out in smaller parcels. The electrical horse power will average in price about one-half the rates charged by other similar concerns.

THE DINGLEY BILL.

The Dingley Tariff Bill, as reconstructed by the Senate Committee on Finance, contains some important changes, among which that relating to wood pulp is of interest. As reconstructed, mechanically ground pulp wood is changed from one-twelfth of one cent per pound to 7½c. per hundredweight, and a proviso is added "that if any country or dependency shall impose an export duty on pulp wood, the amount of such duty shall be added as an additional duty when imported from such country or dependency." A paragraph is added providing for a duty of 1-12c. per pound and 15 per cent. ad valorem on filter masse or filtered stock composed of wood pulp

W. E. Mack, the surviving partner in the Wisconsin Wood Pulp Co., Centralia, Wis., states that he has taken the mill and will work up the wood now on hand, and that when this has been done the pulp business will be ended.

GROUND SPRUCE PULP

Sault Ste. Marie Pulp & Paper Co.

Maple Card and Paper Mills

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CANADA AND PULP WOOD.



THE following article from Paper Making, a recognized organ of the trade in Great Britain, will be read with interest by everyone who has the interests of the Canadian paper and pulp men at heart:

"The question of greatest interest in Canada at the present moment amongst our friends in the pulp and paper trades is the attitude of the Laurier Government on the proposed export tax on pulp woods. The new United States tariff in the increased rates does not forget to include Canadian pulps; and the feeling in the colony is to make the United States mill pay this duty on his wood if he prohibits Canadian pulp. The issue is a simple one and should hardly need a moment's consideration by the Federal Government, but for the fact that campaign prospects need to be thought of.

"If Canada is to have a tariff at all—and we don't see how she can do without one for revenue purposes—the fairest tax she could adopt would be such an one as is proposed on the pulp woods. Timber, taking years to grow, passes to a country with an unfriendly tariff for a mere pittance and pays nothing to the colonial Government. In many cases even United States labor is taken across to cut it. Why should not Canada make its own wood into pulp? If the States did not buy more than they could help, Great Britain could be found a useful customer.

"Much of the opposition, however, comes from sources which can hardly be described as unbiassed,—i.e., the newspaper proprietors. In Canada, as elsewhere, the power of the press, especially at election times, is out of all proportion to its merits. What should be a national industry must be sacrificed in order to get a news at less than its value: that seems to be the policy of the Canadian newspaper proprietor, and it is from him that the export tax has most to fear.

"Mr. Jaffray, the president of The Toronto Globe Printing Co., appeared before the Tariff Commission and made a statement in which he recommended that the duty on paper should be either reduced or abolished.' Judging from the following paragraph from a New York contemporary, the recommendation was more personal than patriotic: 'There has been considerable manœuvring among paper manufacturers to get the business of one of the big Toronto dailies, namely The Globe. That newspaper has been hearing the market by occasional importations recently, and has been trying to get Canadian manufacturers to sell to it at a price less the duty of 25 per cent. The mill at which it bought the bulk of its supplies refused, and another has undertaken a contract at a price that seems to be satisfactory. Undoubtedly the playing of American against Canadian manufacturer, and then Canadian against Canadian, is telling on the price, and surely, and not so very slowly, bringing it down to a lower plane.'

"We can sympathise with our Canadian cousins in this kind of opposition. British newspapers are equally as patriotic. We only know of one that dares regularly to print 'made on paper manufactured in Britain'—and that is a London Socialist weekly. It is not a long while back that an eminently respectable Conservative daily came out with a strong leader advocating England for the English and a protective tariff—but it was

printed on foreign paper and marked so. British newspaper proprietors patronize British news whenever they can get it better and cheaper than foreign.

"The American press profess to pooh-pooh the wood question. Great trouble is taken to show that the quantity imported is very small and of no moment to the United States trade, except as a convenience. Well, it's a convenient thing to a tramp to find a sovereign when he is short of the necessary fourpence for his night's 'doss.' There's a good deal of timber in the States yet, but to get at some of it, it might be cheaper to move the mills than carry the timber. A writer in The Montreal Star says: 'Our forests are being ruined by the cutting of pulp wood as small as 4 ins. diameter, to be made into pulp and paper in United States mills.'

"We trust that our Canadian friends will get their export duty; it's bound to do Canada good, and may prove a blessing in disguise to some of the American news mills, if they can use it as one lever to get prices on a sounder footing than they have been for some time past."

THE UNITED STATES MARKETS.

NEW YORK—The market for chemical fibres continues strong. Foreign sulphite bleached, No. 1, is quoted at 3.30 to 3.75c; No. 2 at 3.20c.; unbleached, 2.50c. Foreign soda fibre, bleached, 3c.; unbleached, No. 1, 2.10c.; No. 2, 2c. Domestic sulphite, unbleached, is quoted at 1¾ to 2c.

Ground Wood—There is still a fair demand for ground wood at from \$12 to \$15 at the mill.

Chemicals—There is considerable uncertainty in the market for paper makers' chemicals and trade is dull. Bleaching powder is in good demand, 1.75c. on spot being quoted. Alkali is quoted at 90c., and caustic soda at 2 and 2.10c. for 60 per cent.

THE BRITISH MARKETS.

London, May 1.—Prices of sulphite pulps are well maintained, and there is every possibility of a further rise. Paper-makers find a difficulty in supplying their requirements, in fact, spot parcels are hardly obtainable, and £9 10s. has been paid for second-rate pulps for prompt delivery. There is still a considerable quantity of first quality pulps unsold, but £10 10s. to £11 are being asked for these. Soda pulps are in good demand and prices remain high. Mechanical pulp.—Very little business has been done in mechanical lately, as buyers and sellers cannot agree as to price. Sellers are still very firm in their quotations, but it is thought possible they will have to give way shortly; consequently buyers are holding off.

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NOTES OF THE TRADE.

A CORRESPONDENT, writing to an exchange published in New York, says: "And that reminds me that Mr. E. Meurer, of the Non Antem Digester Co., who came to this country to exploit the patent under which that company's digesters are constructed, and who built the Hudson River Pulp and Paper Co.'s sulphite mills at Palmers's Falls, N.Y., has withdrawn from that busy pulp and paper making centre for the time being and has gone to Grande Mere, Canada, to build a sulphite pulp mill to be run in connection with the Laurentide Pulp Co.'s plant. The question arises, What does it mean? Just recall the fact that Gen. Alger, of Michigan, the present Secretary of War, has recently purchased the Laurentide pulp mill, which, by the way, is a very large one. Bear in mind, too, that the general has got several barrels of money, and is a remarkably able business man. Does not the building of a sulphite pulp mill indicate that a big paper mill is to be built at Grande Mere at no distant day? It might not be modest to suggest that General Alger may have pondered over the prediction that some time in the near future an enormous paper manufacturing industry will be created in the midst of the Canadian spruce forests; and yet, who knows?"

The Canada Paper Co., of Montreal, contemplates building a new pulp mill in Quebec.

The Eastern Townships continue to ship large quantities of pulp wood to the United States.

Frank Perry, the pulp wood contractor, of Sault Ste. Marie, has been taking a business trip through the Fox River region.

Mr. James Davy, of the Thorold Pulp Mill, has been elected president of the Exempt Firemen's Association of Niagara Falls, where he resides.

The approval of the amendments to the charter of Niagara Falls, N.Y., which extends the term of Mayor to two years, will give the present occupant of that office, Manager Hastings, of the paper mill, a two-year term.

The Laurentide Pulp Co. have opened the shipping season by two good sized shipments of ground wood pulp to Liverpool. They shipped per steamship Numidian 1,620 bundles, weighing 101 tons dry or 215 tons wet weight, and by the Scotsman 2,400 bundles, weighing 150 tons dry or 315 tons wet weight.

The new Canadian tariff is meeting with approval among the British paper makers. Paper Making says: "The best item of foreign news this month is the new Canadian tariff bill, introduced on April 23. The sum and substance is that we shall have a tariff in our favor of 20 per cent. to 25 per cent. as against the States, and this is bound to tell in favor of the Mother Country, not only in paper itself, but in all the plant imported for the colonial industry. It is to be hoped our manufacturers will lose no time in getting prepared for the new conditions."

The Canadian Niagara Power Co. has commenced the construction of a tunnel in the Queen Victoria Niagara Falls Park in order to preserve their charter and lease. The start was made on 30th April, the last day allowed by the lease, but the company made an effort to obtain a Dominion charter, which would relieve them from the control of the Provincial Government. In this, however, they were not successful, and negotiations are reported to be under way to secure the charter of the Canadian Power Co. which was granted by the Dominion Par-

liament some years since but has laid in abeyance. The Provincial Government has ordered a reference to the Court of Appeal to determine whether the latter charter is not an infringement of the exclusive rights of the Canadian Niagara Power Co., and, therefore, ultra vires of the Dominion Parliament. The franchise of the last-named company demands the development of 20,000 horse-power by 1st November, 1898, and the water connections for 25,000 horse-power.

Wood pulp was imported into England in March to the value of £130,091, an increase of £33,999 compared with the corresponding month of last year; esparto was received to the value of £99,097, a comparative increase of £13,430; rags reached the value of £21,135, a decline of £1,408.

The shareholders of the Laurentide Pulp Co., at the meeting on the 15th inst., decided to increase the capital stock from \$300,000 to \$900,000. The capacity of the company's mills on the St. Maurice River—distant some 30 miles from Three Rivers, Quebec—is now 100,000 pounds per day of 24 hours. Most of the product goes to the United States, but Great Britain has also been turned to some account as a market, and will be, it is expected, more than ever in the future. Five thousand tons, it is estimated, will be sent over sea this year.

British paper makers do not readily fall in with the views of Scandinavian makers in regard to higher prices, and show a disposition to give Canadian pulp a trial. The poor demand in the United States for Canadian pulp has made it desirable to cultivate other markets, and during the past few weeks thousands of bales, cases and rolls of trans-Atlantic pulp have been received at the ports of London, Liverpool and Glasgow from Halifax, Boston and New York. Canadian pulp is held in high appreciation at various English mills where it has been tried, and at the present time several large orders are pending. The Scandinavians, in pressing prices up, encourage Canadian competition.—*Paper Trade Review.*

At a recent meeting of the commissioners of Queen Victoria Park, several applications were made for blocks of land located along the lower Niagara River and whirlpool rapids, for the purpose of developing power thereon from the rapid current of the river. It is understood that the commissioners will have a survey of the locality made in order to ascertain the number of blocks into which the land could be divided, each block to average from 1,000 to 2,000 feet. As the park has to be self-supporting, the commissioners like to get all the revenue they can, but no power rights they are likely to grant under the above line of applications will in any way conflict with the right of the Canadian Niagara Power Co. to generate power in Victoria Park proper.

Mr. William Reed, in conjunction with his brother Albert, has just bought an extensive chemical pulp mill at Chatham, Nova Scotia, which will shortly be capable of producing 60 tons a day. We congratulate them on their far-sighted enterprise. Without doubt we shall see a considerable influx of Canadian sulphite pulps before very long. Mr. Albert Reed has been particularly busy in mill deals this past month. He has purchased Merton Mills for the London Paper Mills Co., and we understand it is to make printings after the necessary alterations are completed. The mill is not at all badly situated, and it will doubtless soon be a dividend-making concern under the new auspices. Mr. Reed has also purchased Wycombe March Mills on his own account.—*Paper Making (London, Eng.)*

CAPTURING THE BRITISH MARKET.

A REPRESENTATIVE of one of the largest mills in the United States, when questioned the other day in regard to the export trade, said: "The American manufacturers have been making special efforts to get into the British market, and with good success. I think that orders for from 12,000 to 15,000 tons have been placed within three or four months, to be filled at various times within a year. These sales have been made in direct competition with manufacturers of Norway, Germany and England. The prices have, in most cases, been fully as high as those obtained in this country, and in some instances higher. I consider the outlook promising."

Another manufacturer regards 15,000 tons as a low estimate for the past three or four months' export business.

A representative of another mill, which has devoted special attention to the export trade, said: "There has been a material increase in business during the past few months, but I do not think that more than 3,000 or 4,000 tons have been sold to British purchasers in that time. The English buyer does not make yearly contracts, but orders in small quantities from time to time.

"The low prices in the United States have been one of the causes for the increase in trade. The real cause, however, is the increasing circulation of English newspapers. The British publishers are beginning to adopt American ideas, such as the use of illustrations and the preparation of special departments for women. As a result, the sale of their papers is increasing, and in some cases the size of the paper has been increased. The English paper mills have not increased production, and as a result American manufacturers are getting orders.

"I think that the total sales of American news paper in British markets in 1897 will be double those for 1896, and that the prospect is good for increasing trade in the future.

"With Australia there has been only a small increase in business lately. The American mills have already secured the bulk of that trade, and most of it is done on long contracts. There is now only one important newspaper in Australia . . . I know of which buys its paper from England, and that has arranged to get its supply from this country as soon as its present contract expires."

A member of another firm, which has sold in England for some time, also reported that within three or four months there had been a much better business than usual. "The prices, however," said he, "have not been very satisfactory. Although higher than those in the American market, when the cost of transportation is deducted the net return will be less than from sales in the domestic market. In fact, American manufacturers have demoralized the British market more than their own.

"The situation is practically this: News paper is now made almost exclusively from wood, especially spruce, and water power is necessary for its production, as steam is too expensive. Now, England has neither water power nor spruce forests, and while Norway has, her streams are frozen in the winter so as to prevent operations. In view of these conditions, and particularly of the heavy decline in the price of paper in this country during the past few years, it is the opinion of those qualified to judge that the news paper business of the world is coming to America."

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

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Canadian Paper and Pulp News

Board of Trade,

. . . . MONTREAL.

INJUSTICE TO THE WORKMEN.

THE employes of Canadian paper and pulp mills are getting restless under the continual harassing of Canadian workmen under the alien labor law in the United States. The citizens of the great republic come into our forests, cut down our spruce, and take it across the boundary to grind it into pulp. But if an unfortunate Canuck happens along and wants to have a hand in the grinding of his own wood he is summarily fired back home again. This treatment has caused the Canadian workman to pause and consider whether the wood should not be ground into pulp in Canada, anyway. He would then get a fair share of the work. An export duty on pulp wood would certainly prevent the injustice under which he now labors in being compelled to stand by in idleness watching the United States citizen doing the work which is his by right. At present all that Canadians get out of the spruce which goes across the line is the brush, which is useless to anybody, and forms a constant menace to the safety of the standing timber.

FIFTY YEARS OF PROGRESS.

The chemical treatment of wood fibre is older than is generally believed, but only dates back about half a century. In 1840 Payen used nitric acid; Coupier and Mellier employed in 1852, Watts Burgess in 1853, Julieu in 1855 and Houghten in 1857 various kinds of soda and alkali. Barr and Blondel tried in 1861 sundry acids; Brakot and Machard in 1864 experimented with hydrochlorate; Jilghman introduced in 1859 lime mixed with sulphurous acid; Ekman in 1866, sulphate of magnesia; Fry in 1867, water of a very high temperature; Dresel in 1870, soda; R. Mitscherlich in 1871, sulphurous acid; Ungerer in 1872, soda; Ritter-Kellner in 1872, sulphurous acid; Romer in 1873, nitric acid; Cross in 1880, water with neutral sulphate; Franke in 1881, Pictet in 1882, Graham and Hodgvis in 1882, made use of various compounds of sulphurous acid; Dahl in 1883 brought in sulphate; Kellner in 1885 electricity, and Lifschutz in 1890, nitric and sulphuric acids. The earlier experiments are only interesting from a scientific point of view. A commercial and industrial success and a more general use cannot be claimed to have taken place much more than about twenty years ago.

A THRIVING INDUSTRY.

Ex-Senator Warner Miller is the authority for the statement that "Wood pulp, combined with paper making, is now the greatest industry in the state of New York. We have 128 mills in operation, a capital of \$30,000,000 invested, an output of 1,400 tons a day of paper, a force of 15,000 men employed, and an annual pay roll for them reaching a total of \$6,000,000. All but 1 per cent. of these employes are men. They furnish sustenance to 100,000 people, and indirectly, in the towns and villages and by means of railroad traffic, to many more." The Senator might have added with perfect truth that much of the raw material upon which the 15,000 men find employment is obtained from Canadian forests.

LAURETIDE PULP COMPANY.

A special meeting of the Laurentide Pulp Co. was held May 15, at Montreal, Sir William Van Horne, vice-president, in the chair, for the purpose of ratifying a bylaw increasing the capital stock of the company to \$4,000,000 by the issue of \$600,000 new stock. The company is erecting large additional works at its

mills at Grande Mere, on the St. Maurice River, and it has acquired very valuable timber limits in that vicinity. The bylaw authorizing the increase in capital was agreed to.

LET US TAKE STOCK.

ONE of the great difficulties which has been experienced in determining the magnitude of Canada's pulp wood supply has been the entire absence of any reliable information concerning the extent of the spruce-bearing areas. It has, of course, been known that spruce may be found in almost every part of the province of Ontario, but from the fact that it is only within a very few years that this wood has possessed any general commercial value, but little attention has been paid to it. The great demand which has arisen for spruce since it has become the principal raw material for the manufacture of paper has created for Ontario and the other eastern provinces, out of that which was regarded as worthless, a most valuable asset. In former years the Crown Lands surveyors have confined their private notes upon the forest wealth, which accompany their official reports to the Government, almost exclusively to the pine. Mr. Thos. Southworth, the clerk of forestry, recognizing the important part which spruce is destined to play in the timber trade, has been directing his attention to the matter of obtaining special reports for the Government upon the extent and value of the spruce areas of Ontario. He has ascertained that north of the height of land and extending to James Bay are enormous forests of spruce, some of which is of large size, as shown by the fact that he recently received from that district a section of a spruce log which measured about two feet in diameter. The trade will be pleased to learn that the Ontario Government has appropriated in the supplementary estimates the sum of \$1,000 to cover the cost of a pulp wood survey. Any steps in the direction, first, of ascertaining the true extent of our pulpwood resources, and next, of bringing them prominently before the world, is worthy of commendation, and the Ontario Government will receive credit for taking the initial step.

The Government should not, however, lose sight of the fact that the great desideratum for the successful manufacture of pulp is cheap power in close contiguity to the standing spruce. It is well known that scattered all through the forests are great natural water powers which are now running to waste, but only await the transforming hand of man to convert them into valuable service for manufacturing purposes, some of them within sight almost of the iron rails over which the manufactured products must find their way to the markets of the world. The Government may aid materially in developing the pulp and paper and other industries by including in the report of the survey such information as will enable those interested to ascertain where these natural water powers are. The policy of carefully preserving the water powers from the grasp of speculating franchise-hunters is a wise one, but on the other hand much can be done toward encouraging legitimate enterprise by the Government preparing the fullest information respecting them. There is no country in the world that possesses within herself the essentials for a great paper exporting industry—unlimited supply of spruce contiguous to abundant water power—to such an eminent degree as Canada. It is the duty of the Governments, both Dominion and Provincial, to exert their power to the fullest extent in building up the country's commerce and wealth by fostering and encouraging those industries which are indigenous to the soil.



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