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THE CANADIAN PRINTER & PUBLISHER

Vol. VI.—No. 6.

TORONTO, JUNE, 1897.

\$2 00 PER YEAR.

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TORONTO.

Printer AND Publisher.

VOL. VI—No. 6

TORONTO, JUNE, 1897.

\$2.00 PER YEAR.

A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE MACLEAN PUB. CO., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

NO. 26 FRONT ST. WEST, TORONTO

Subscription \$2.00 per annum.

Single copies 20 cents.

J. B. MACLEAN,
President.

HUGH C. MACLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

THE QUESTION OF ILLUSTRATION.

ENQUIRIES continue to be made by publishers who see the possibilities in illustration for a weekly, and who want further enlightenment as to ways and means. As was said before, the taking of photographs by the editor's own camera, and having the cuts made in the nearest city is, for the present, the most practical method and would cost the least to the untrained man. But if the editor has the aptitude or the ambition to dabble in artistic work himself, and intends to make a fad of it for the benefit of his business, there are one or two things he might do. A practical man who has been through the mill, as it were, said to the writer: "If the weekly editor wants to do the artistic part of it, the simplest method is by using chalkplates. The picture could be traced on the chalk and filled in afterwards. This presupposes a knowledge of drawing, of course. Then there is the use of blue prints taken from photographs. There is a method of taking these blue prints, doing the sketch in outline with black, and after a chemical bath the blue is taken out and the sketch remains. But this means considerable chemical knowledge. In the use of chalk plates, once having got the sketch, the editor can have a small stereotyping plant of his own. Those who want some pointers on these processes can either read up or get lessons, by correspondence if necessary, from some qualified person." And he mentioned the name of an artist accustomed to newspaper illustration whose address will be given to any reader of *Printer and Publisher* who cares to follow up the matter.

THE LOCAL MERCHANT'S INTEREST.

The weekly will find that the summer season is the time when local merchants have most reason to complain of local trade being drawn away by the big city stores. Excursions and

holiday trips are taken at this season more than at others. Special railway and steamer rates attract people to larger centres, and the result is a great deal of money that could and ought to be spent at home is diverted from the local merchant. The latter is usually the home paper's best customer. He should be upheld in carrying on a legitimate business and will appreciate a word in favor of buying at home as far as practicable. It is also the season when the advertisements should be made to read as bright and interesting as possible, with frequent changes. Point out to the merchant, if he is lazy about changes, that the "graft" which the city store gets on country trade is due in a large measure to the alluring nature of the printed announcements. If the local paper is going to do its best to keep trade at home, the merchant ought to co operate. This has got to be done with some tact, doubtless, because the merchant is apt to take offence at being reminded of a duty which his own interest alone should lead him to do.

SPECIAL NUMBERS.

As mentioned in a previous issue, *The Digby (N.S.) Courier* is getting out a special illustrated magazine number, which is now in press, to be ready for distribution in a few weeks. It will be a production of magazine size and nature, will be well illustrated with photogravures of Digby county scenery and people, and will present an interesting variety of reading matter. Digby is known as an ideal summer resort, and *The Courier* will show some of its best attractions. The number will be on sale at the bookstores throughout the province. We hope the management will be repaid for the enterprise displayed. In cases like these it is the undoubted interest of the whole locality, the merchants, hotels, railways, etc., to circulate such a number, and the publishers of a special number should always see that they realize this. If you think of getting out a number, pave the way well beforehand, and see that a circular setting forth the business advantages of the scheme to the people you are addressing is sent out. In figuring on cost, it is safe to put the margin of profit as large as possible, charging for every detail, so that if advertisements from favored persons have to be taken under usual rates, there will still be left room for ultimate profit.

COMMERCIAL INFORMATION.

If space and time permit a commercial column is advisable. Many farmers are driven to take a daily because the local weekly entirely omits any reference to current prices—not merely the local market, but the world's market. Prices take up a large part of the farmer's attention, and a short condensation, if only

one-third or one-half a column, compiled at the last moment, will be appreciated. It need not be run in some corner and readers left to find it out for themselves. Make special reference prominently to the trouble you are taking. This applies to any special feature in the paper. Talk about it and other people will talk too. It need not be a flaming announcement, bubbling over with conceit, that disgusts people, but a simple statement showing you recognize the value of your own work and know what you are about is always in order.

TASTE IN TYPOGRAPHY.

Paul Nathan, of the Louis Press, in The Inland Printer.

THERE is a great difference between the job printing of to-day and that of even a few years ago. The standard of excellence is constantly going higher up the artistic scale. The job compositor of the future must have some knowledge of art—he must be something more than a “typesetter.” He will find that it is just as possible to display an individuality in type arrangement as it is for the artist to do so with pen and brush.

Few printers have any idea of appropriateness, symmetry or balance, or know anything about color; the few who have this knowledge are leaders in the field, for everyone appreciates a piece of good printing, just as everyone appreciates any work of art. There are imitators and copiers everywhere, but how few originators!

It is not so long ago since young men were “indentured” to learn “the art and mystery of typesetting”—to-day this work is done by machinery. There was no particular “art” about it, and there is no good reason why there should be any “mystery.” The real “art” of printing must be in its appropriateness to the subject, in its conformity to art principles, to its proper harmony or contrast of colors. This can never be attained in its fullness by any machine, and must ever depend on the individuality and ideality of the human intellect. The printer who masters these principles forever places himself beyond the competition of machines.

The young man in the printing business who wants to excel finds very little opportunity to advance himself. His only chance at present is to learn from older printers with whom he comes in contact, and by observing every piece of good printing that it may be his good fortune to get hold of. But the result of all this is that he merely learns “parrot fashion.” He has no way of discovering that there are real principles involved—certain rules to be followed—and that it is possible to master these rules and acquire a knowledge that will enable him to know how to treat any and every class of work that falls into his hands.

Undue credit is attributed to so-called “natural taste,” and the public has been hoodooed into the belief that art knowledge is preordained to the few and cannot be acquired by the multitude. This is the veriest kind of humbug. It is just as possible to acquire an art education as it is to learn to write, and no one will dispute that it is possible for all to learn to write. To be sure, some will be more adept than others, but there can be no “corner” on this branch of education any more than there can be in other branches.

I would not be afraid to undertake the task of making an “art printer” out of anyone who is endowed with sufficient knowledge to “master the case” and who is familiar with the technicalities of printing.

DON'T CUT RATES.

A PRINTER'S EXPERIENCE IN A LINE OF BILLHEADS—A POOR ADVERTISEMENT.

WE had advertised these billheads thoroughly in three of the leading papers, every day for a month, the result being that we printed about 100,000 of them during that period. It is safe to say that one-half of those who availed themselves of our low price were our own customers, and we would probably have gotten their orders in the course of time without the inducement of a cut in price of \$1.75 per thousand. The other half who took advantage of our reduced price were people whom we shall probably never see again. They consisted of suburban grocers and meat dealers, and every other conceivable small dealer whose only job of printing consisted of 1,000 billheads a year.

Up to this point one can form an idea of the probable profit to us of our method of cheap advertising. But to go farther: As a rule, people are not careful observers, which is proven by the fact that not more than one out of every four or five customers who called in answer to our advertisement remembered that it was billheads that we were advertising.

They would as often ask to see our dollar envelope, note-head or card, and when we would assure them that we only printed billheads (during this month only) for one dollar, they would invariably leave in disgust, frequently with the edifying remark that we were schemers and frauds, etc.

We were frequently interrupted by persons who seemed to make a business of going the rounds from one office to another, getting bids on a lot of cheap work which we had seldom been given the privilege of figuring on heretofore. These individuals would say something about having seen our advertisement and that if we figured other work in proportion we might get some of theirs. This consumed a great deal of our time without giving us any returns. For, it is needless to say, we never captured one of those jobs.

Our cheap billhead scheme was in direct opposition to other forms of advertising used by us. We never before laid claim to being cheap printers, catering, rather, for the better class of business—our advertisements reading as follows: “Best work for particular people,” or “Elegant effects,” etc.

Naturally, our competitors, the printers, were severely down on us for this bold experiment of ours. We had always been classed among the best printers, and now to have one of that number cut prices, it gave the other fellows' customers a chance to tell them how much higher they were than J. (that's us).

I will admit that such advertising for a good printing concern is wrong.

“Not only is it expensive, but it gives one a cheap reputation. It consumes much time in necessitating one's making frequent apologies. One gains no desirable customers through its medium. It works an injury to the craft in general. And finally, the advertiser is just where he was before he started, minus, possibly, the money that he put into the scheme.

The writer, in making this confession of his blunderous advertising scheme, has had the general welfare of the craft in mind, and trusts that none of the brethren of the craft will lower the dignity of their art, as he acknowledges he has done, by perpetrating the department store bargain sale act.—Inland Printer.

NEWSPAPER WORK AND ITS REWARDS.

IN case the following article from The New York Herald has escaped the notice of readers of PRINTER AND PUBLISHER, it is reproduced for the purpose of comment :

"Some thirty, forty or fifty years ago, employes of all sorts, whether they were editorial writers, chief editors, city editors, managing editors, reporters, actors or others, worked for living wages. We mean by living wages a fair return for the work they did—that is, living wages for their employer. But to-day all this is changed. An employe, whether he may be an editor, a writer, an actor, an art critic or a musical critic, desires his wages in accordance with his opinion of himself. The trolley car conductor who spares two or three lives in a trip of a few miles by not killing anybody considers himself worth at least \$5 or \$10 a day. The reporter who saves his paper libel suits two or three times a month by not being too fresh considers himself entitled to an increased salary.

"In fact, we have come to the conclusion that the trades unionists—compositors, pressmen and all those people who naturally are associated with trades unions—are not to be considered when compared to the brainy reporter, the brainy artist, the brainy city editor, the brainy managing editor, or the brainy night editor. Evidently the press of New York, and maybe throughout the country, has come to the conclusion that those are the men that should be looked after and should be contracted with. How many contracts have been made in the last year with city editors, with managing editors, editors of colored supplements, etc.! In fact, there is only one thing left—that some proprietor should contract with another proprietor to reduce the size of their papers and increase their price. There would be money in that. But until that time arrives it will be nothing but contracts and contracts—city editors' contracts, night editors' contracts, reporters' contracts, artists' contracts, foreign correspondents' contracts, until there will be nothing left for the proprietors themselves except to make contracts for the poorhouse "

James Gordon Bennett, proprietor of The Herald, made one of his periodical descents from Paris on his New York office recently, and this article is supposed to be one of the results of the incursion. Perhaps there is a good deal of fiction in the stories told of Mr. Bennett's "revolutions" in The Herald office after each visit. But the views expressed in this article are entitled to some consideration, apart from The Herald proprietor's usual line of policy.

The complaints that "brainy" men on the press are getting too highly paid does not apply to Canada at all. The argument may be sound in New York, but it is pointless here. There are, of course, two points of view: the publisher's and the employe's. In Canada the best newspaper men are not over-paid, and it is rare to hear a complaint from a publisher that his salary list is out of all proportion to the value received. Publishers may feel that salaries, as a rule, tend to grow higher, but they will hardly say that they have to pay more than the work is worth. In fact, any publisher who does so has himself to blame, since he has a right to demand that his editors and reporters shall be efficient. And if they are efficient they are not, at present rates, over-paid.

From the employe's standpoint, however, it will hardly be denied that newspaper men are, as a class, rather slimly recompensed. The exceptions may be fairly numerous, but, con-

sidering the importance of newspaper work, the responsibility connected with it and the range of qualifications demanded of the man who seeks to do it even tolerably well, there is no money wasted in salary. The waste really comes from poorly-paid, illy-qualified men. The habit of drafting into newspaper life a number of men who are not suited to the work, who have no intention of remaining at it, and who have had no preliminary training, is one of the causes why positions in the press are often badly officered. Instead of promoting the reporters as they develop and improve, editorial posts are often filled by outsiders. A university graduate will sometimes drop into a position which could be better filled by a man who has been reporting for years and has the practical qualifications for outside and inside work. A reporter who feels that \$15 or \$18 a week, or at most \$25, is the highest point to which he may aspire is naturally discouraged. It is, of course, convenient to have on the reporting staff young men who are being trained to the business and who should not expect high salaries. But there is a distinct tendency to overdo this: to load up a local staff with juniors who certainly give value for their money, but who, necessarily, fail to cover the whole ground, who cannot go to the leading men of the community for their news, who are not by experience or judgment calculated to impress the public with the standing and weight of the journal they represent.

Neither is it usual in Canada for newspaper men to make contracts with the publisher. As a rule they are paid by the week, and may give or get warning by the week. Some criticism has been levelled at Walter Nichol's views, expressed on his retirement from The London News, that old members of the press are rare: they either die or leave the business before they get old. He complained also of ingratitude in the treatment of old employes. Some authorities, whose experience and character entitle them to respect, declare that this is not so; that members of the press fare no worse than any other class of employes. But almost any man who has been continually in active service for twenty years will bear witness that the system of promotion does not obtain as a general rule; that newspaper life is a kaleidoscopic view constantly changing, and that office positions are seldom given as a reward for active service on the outside staff.

C.

TO KNOW HOW REDUCED PICTURES WILL LOOK.

Printers, publishers and others who have occasion to give out a drawing or photograph for reproduction, no doubt often experience a difficulty in deciding how it will look when reduced. There is a very simple way of enabling one to see it in this way, viz.: By looking at the picture through a double concave lens. This latter can be bought for a small sum. According to the distance at which the lens is held from the object so the latter is more or less reduced. The concave lens, in fact, acts just the opposite to the convex or magnifying lens. It is just as though you look through the wrong end of an opera glass. Artists who draw for the press have discovered this useful property of the concave lens, and have adopted it in their work, carrying it always about with them in a pocket case. They call it a diminishing glass.

A handsome publication has been issued devoted to the interests of Kamloops and the mining camps there. It is issued by Messrs. Baillie & Bennett, and contains much interesting information.

THE ABUSES OF THE COUNTRY WEEKLY.

W. C. Whitman, Ortonville, Minn. Herald-Star.



WOULD not attempt, within the scope of a paper of this character, to enumerate all, or even a small portion, of the abuses practised on a country newspaper, but a consideration of the subject would not be even partially satisfactory without a brief reference to the riding proclivities of the politicians, not so much the men seeking office for themselves, but the party managers, the men entrusted with the advocacy of great party principles and theories as well as the personal success representing those principles and theories. These are the fellows who are absolutely without conscience or common decency in their dealing with the country press. During the last campaign enough boiler-plate matter was dumped at my office door to have filled my eight-column quarto newspaper for ten years. This stuff was sent me without my knowledge or consent, and without any other license, so far as I know, except the well-known fact that I was in sympathy with those sound principles and theories which this very sound and substantial plate matter taught, or would have taught, had it ever got beyond the confines of its packing boxes. I am not familiar with the cost of this kind of ready-made editorial pabulum, but I am quite sure that an occasional real flesh and blood article, dealing with local conditions and bearing the impress of earnest convictions and honest motives, would be worth more than countless tons of this hired Hessian plate matter. But so long as the country publishers, to relieve that tired feeling, will accept and use this production, it is very certain it will continue to be forthcoming with each recurring political campaign. No other business man, however partisan, would be expected to devote his time and the franchises and opportunities of his business to party success without something attaching in the way of emoluments or perquisites.

But your political manager, by your kind assistance, gets more for his money by dealing with the plate man, the ready-print man and the stump speaker than by dealing direct with the newspaper man. I have long considered the stump speaker as an interloper and a trespasser in the legitimate field of journalism. He comes into your town at an expense of \$50 or \$75 and speaks to fifty or seventy-five persons. He is laughed at, jeered and guyed, and goes away without accomplishing anything. The foolish newspaper, without any oil in its lamp, puts the speech into presentable shape, lays it before from one thousand to three thousand people, who read it and digest it at their leisure, free from the excitements and influences of a noisy mob, and are thus able to appreciate the argument, which is generally the product of the editor, rather than the speaker. I have no remedial suggestion to offer for this phase of newspaper abuse other than the assassination of the speaker. The successful campaign manager of the future—and there is no suggestion of boodle in this—will reach the people through the medium of the press, but by means of a straightforward, legitimate advertising contract, rather than by an illegitimate, dishonest system of dead-beating his way into the press. The public will accuse the publisher who uses two or three columns of campaign plate matter of being a boodler much quicker than the publisher who prints a thoughtful editorial half a column in length. And the public, while possibly wrong in its conclusions, is right in its

premises, for we always tell the public that our space is valuable and is only at its disposal for a consideration. This is a large subject and much could be said in its consideration, but my reference is perhaps sufficiently extended already to set some of the brothers to thinking.

One other abuse that I have in mind is so glaring and persistent that I feel impelled to mention it at least briefly. I refer to the patent-medicine man and his co-worker in iniquity, the baking-powder fiend. These fellows have such a small conception of the value of advertising space that a proposition from some of them can hardly be considered in any other light than an insult, in any well-regulated, self-respecting newspaper office. Recently I received from Scott & Bowne, proprietors of Scott's Emulsion, the munificent offer of \$7 for a five-inch advertisement one year, to occupy the very choicest position in the paper and change weekly. Very thoughtfully, the firm enclosed a stamped envelope, which I used to inform them that my price for their advertisement was \$25, less the usual agent's commission. I think this must have paralyzed them, and I trust that it did, for I have heard nothing further from them, though I noticed several of my exchanges have commenced on their work, evidently at the ridiculous price named to me, although I may have been singled out as a soft snap. This is but a single instance of many that have come under my notice recently, but it fully illustrates how lightly some of us regard our business, and accounts in a measure at least for the estimate put upon our space by others.

But briefly, to conclude, I am thoroughly convinced that while we are, and always have been, afflicted by many abuses, we are largely to blame for their continuance, and that they will continue to plague us until we rise up in our might and put our calling upon a higher business plane. It lies largely with ourselves to cure and eradicate many of the abuses herein referred to, and many others that are so self-evident that I have not even referred to them, and that our field of usefulness to the public and of consequent profit to ourselves will be increased many fold thereby.

DO YOU CAST YOUR OWN ROLLERS?

Have you tried Golding's Elastine composition put up in air-tight cans, which preserve it indefinitely? Well, just order a lot for trial; money refunded if not satisfactory. This composition will work in all climates and in all kinds of weather better than any other made. Put up in 2½, 5 and 10 pound cans at 36c. per pound. No special kettle required for melting. Order from Golding & Co., Boston, New York, Philadelphia and Chicago.

A GOOD PRECEDENT.

The publishers of the Rahway (N.J.) Advocate and The Democrat have signed an agreement, which each paper prints conspicuously, that hereafter all notices of entertainments by churches, societies, etc., at which an admission fee is charged, or resolutions of organizations, in cases of death of members, or similar reading matter, which is not in the form of general news, will be charged for at the rate of 5 cents per line for each insertion.

DEATH OF MR. JOHN F. NORRIS.By W. S. Humphreys, *The Star*, Montreal.

ONE of the best known and most popular journalists in the Dominion passed away at Victoria, B.C., on May 27, in the person of John Francis Norris. There is hardly a paper in Canada on which some printer of the staff has not at some time been associated with "Johnnie," as he was affectionately called, and all will regret to hear of his death. Mr. Norris was born at Uttoxeter, Staffordshire, England, on December 3, 1846, and came to Canada some time in the sixties, his first journalistic experience being on the staff of *The Richmond Guardian*. He next removed to Montreal and became connected with the staff of *The Herald*, and served in various posts on that paper, from proofreader and reporter to editor, which position he filled after the death of the late Hon. Senator Penny until the year 1884. About this time Mr. James Stewart severed his connection with *The Herald*, and started the publication of *The Montreal Times*, and Mr. Norris became associated with him, but the paper had only a short existence. Later he resumed his connection with *The Herald* as an editorial writer, acting also as Montreal correspondent of *The Toronto Globe*. He next served a term on *The Star* staff as editor, subsequently taking editorial charge of *The Trade Review*, only giving up the latter position to become associated with the editorial staff of *The Victoria, B.C., Colonist*, he holding the position of managing editor of the latter paper at the time of his death, having succeeded his father-in-law, Mr. Henry Lawson, who died in January last. Shortly after his arrival in British Columbia, some seven years ago, Mr. Norris was prostrated with a severe attack of pneumonia, and for a time his life was despaired of, but his vigorous constitution carried him through, although up to the day of his death he was never exactly the same man as before he was stricken with the disease. It was during his convalescence from this illness that he met his future wife, Miss Lawson, who survives him, together with three small children. Mr. Norris was, perhaps, one of the best posted men in the profession in Canada on contemporary events. It was notorious among his confreres in the office, when they were stuck for a fact about any well-known personage, that "Johnnie" was a living biographical reference, and he could supply the desired information without the slightest hesitation. Mr. Norris' mother, who died some ten years ago at Lachute, where one of his brothers was publishing a local paper, was also somewhat of a literary celebrity, and many of her communications found their way into Montreal newspapers. Besides two brothers, who are engaged in journalistic work in the United States, Mr. Norris leaves one sister, who was married some years ago to Mr. Christopher Massiah, another well-known journalist, who was one of the first victims of the smallpox epidemic of 1885. Mrs. Massiah is herself a lady of high literary attainments.

The last poem written by Mr. Norris, in memory of Mr. Henry Lawson, his father-in-law, and published in *The Colonist* of January 10, is the author's own fit requiem:

HENRY LAWSON.

"Requiescat in Pace"—"After life's fitful fever he sleeps well!"

Working—The faithful toiler did his best;

His duty both to God and man his constant aim;

To aid, instruct and raise he labored with a zest

And, self-forgot, car'd not for praise or blame.

There may we meet upon the farther shore,

Brother, not lost, but only gone before!

Resting—Thy labor o'er, O true and faithful one,
Sweet be that rest, since no more fears or cares
Attend thy ev'ry day of constant toil—
To ruffle or disturb thee no one dares.
Having, by duty done, obtained release
We know thou retest now in perfect peace.

Sleeping—Thy faculties of mind and heart
Calmly repose, while He who gave them wills,
'Tis only for a time, and then like good seed sown
Their ample fruit the ready storehouse fills.
Toiler in life, in death thou hast thy rest,
God help us all to feel that thou art blest.

Waking—At trumpet sound, how great thy joy
To look upon the past on duty nobly done,
To know the world is better for that work of thine
Is satisfaction sweet and glorious victory won.
'Tis not for us like thoughtless babes to weep,
We therefore, though we sorrow, bid thee sweetly sleep.

HAVE A BACKBONE AS TO RATES.

The editor of *The Iowa Editor* had several years ago, when publishing a local half-ready-print newspaper in Nebraska, an experience with a lesson in it for some of the brethren. A baking powder firm asked for rates, but refused to accept the price quoted. A few days later, the baking powder ad. appeared on the patent side. The editor immediately notified the ready-print house to either discontinue that particular ad. or discontinue sending its patents. The result was a discontinuance of the ad. on the patent side, and a subsequent insertion on the home side at the rate originally quoted.

That publisher knew what was right and fair, and held out for what he knew. It is simply another case of the advantage of possessing backbone and pursuing good business methods.

This United States editor has had just the experience of every brother in Canada who has a backbone as to rates. It is seldom that on one question absolute unanimity reigns. Yet on this question of holding out for your price, all testimony points the one way. Not a single reader of *PRINTER AND PUBLISHER* has ever reported that he did not gain in the long run by holding out. The man who gives in is at the mercy of the advertising agency. There is no knowing when the bluff will stop, and you will go on being beaten down until—if you have a job office—the profit on your business is coming entirely out of that. Then the temptation to neglect the paper becomes stronger and the dry rot stage is soon reached. A paper, brightly conducted and having a good local circulation, can always command living rates. Start on that as a sure foundation, and the policy of gradually sawing rates till they get below a paying basis will cease.

TENDENCY TO USE LARGER ENVELOPES.

Buntin, Gillies & Co., Hamilton, report a steadily increasing business in the goods of the Morgan Envelope Co., whose agents they are for Canada. The extra size of these goods (their No. 7 being large enough to contain the ordinary No. 7, and their No. 8 being large enough to contain the ordinary No. 8) is a great factor in the sale, as the demand now is for larger envelopes.

A DISCUSSION ON READY-PRINTS.

THE following paper, read at the meeting of the North Central Kansas Press Association by H. R. Hovey, Mankato Advocate, will be interesting to those who employ ready-prints:

"The publisher has the choice of three alternatives: He can either publish an all-home print, leaving out a vast amount of important matter which his patrons have a right to expect him to furnish, which they do expect him to furnish; he may run a home-print and supply this information by means of stereotype plates, which are at best only portions of ready-prints; or he may publish a paper, reserving to himself a sufficient amount of space for his home news and editorial comment, and in addition supply the outside, general news, on the pages supplied by the ready-print house.

"In choosing between these three plans we are at once compelled to decide whether a large circulation is to be desired. To our mind it is clear that the larger the list of paying subscribers, the greater the profit to the publisher. The cost of composition, of setting advertisements and making-up forms for a paper form a large per cent. of the cost of publication of a country weekly. This part of the work costs no more for a list of 3,000 subscribers than it does for a list of 500. It follows, therefore, that the profit upon the last 500 of our circulation is greater than upon the first 500. The addition of 100 paying subscribers increases the aggregate cost of publication, but decreases the individual cost of production of each subscriber's paper. Then, again, with a large circulation, the business men soon recognize the fact that such a paper is the one paying the best returns upon money invested in advertising space. It is therefore much easier to secure a satisfactory advertising patronage than it is for a paper with limited circulation. The question then having been decided, that a large circulation is to be desired, we must next decide which of the three plans before mentioned is the most likely to secure and hold the circulation.

"The first plan, the all home print, with much of the general news barred on account of the expense of composition, we reject, for the reason that such a publication does not fill the place of a newspaper. The circulation of such a paper must be limited to the number who care only for the local news, or who can afford, and are willing to take in addition, another paper for the general news. The patrons of such a paper always feel that there is something lacking; they are never fully satisfied with the paper, and they will drop from the list at the slightest provocation.

"The second plan, the all home print, with a portion of the foreign and general news furnished by means of stereotype plates, we reject, because we deem it incomplete and unsatisfactory both to publisher and patron. If sufficient plates are purchased to give to the subscriber the same amount of general news which would be found in a ready-print, then the expense would be too great. If you do not get as much plate as would be found in the ready-print, then the paper is not so good, will prove less satisfactory and less liable to hold the circulation. We have figured the matter over carefully, and find that we can publish a ready-print with ten or twelve columns of late general news, congressional proceedings, foreign war news, telegraphic news from all portions of the country as late and fresh as we could furnish to our readers by means of plate matter, for at least 20 per cent. less money than we could furnish the same amount and character of news in plate, leaving entirely out of consideration the cost of making-up forms and cost of press-work. We therefore feel warranted in saying that the ready-

print is cheaper. But, you ask, is it necessary to furnish this amount of general news? We say, if it is news, yes. If we are running a newspaper, it is necessary that we furnish our subscribers all the real news. That is what they take the paper for. They do not want part of the news. They want everything, and it is our duty as a publisher to see that they get it, and it is to our interest to see that they find it in our columns, without being obliged to take another paper.

"In disposing of the first two plans we have convinced ourselves, if we have convinced no one else, that a well-selected ready-print comes the nearest to giving a subscriber a satisfactory country newspaper,—a newspaper which will give the most general satisfaction in the farming communities, and it is to the farmer we must look for the big end of our subscription list.

"In conclusion, we want to say that, in our opinion, the paper which is most valuable and entertaining to the readers is the one most likely to prove profitable to the publisher. A ready-print made up exclusively of miscellany is of little value to the subscriber, and therefore not profitable to the publisher. Although even that, to our mind, would be preferable to miscellaneous plates in a home print. Our idea is that a paper in any town, where there is room for a paper at all, should contain not less than four six-column pages of home print. If there is room in the town for a newspaper, the publisher can fill that amount of space brim full of live home news every week. By doing this, and then giving his patrons four pages of well-selected ready-print, he will produce a paper calculated to command and retain the support of the people. He should keep careful watch of his ready-print pages; see that the matter is live, up-to-date, and carefully selected. Into the home-print pages let him throw his whole heart. Never think of getting tired, never worry about giving his subscribers a better paper than they pay for, never hesitate about making an improvement in the paper because 'it is too much work.' Fill the paper chuck full of your own individuality. Go after the news, get the news, and give the news. Follow these instructions, and if the paper does not pay it is not the fault of the editor."

WHY "YELLOW JOURNALISM" THRIVES.

The enormous circulations attained by the so-called sensational newspapers are clearly indications of a popular demand for sensationalism in the press. The people would not buy these papers unless they wanted them, and a constant increase of circulation points to an ever-widening circle of those who prefer the froth to the solids. However much we may decry the effects of sensationalism, we cannot close our eyes to the fact that the demand for it exists and that the supply will be in evidence just as long as the demand continues. The American public will have what it wants; therefore, the greater share of the blame for the prevailing blight of "yellow journalism" should rest upon the public, and not upon the publishers, who are in business to make money by supplying an article for which there is a large demand. "Yellow journalism" is, in reality, a distinct branch of journalistic enterprise, appealing to a certain class of readers not reached by the legitimate newspapers. True journalism suffers in a great measure by seeming contact with the "yellow" variety, and this will be the case until the lines are so sharply drawn between the real newspaper and its perverted offspring that there will be no nearer relationship than now exists between the monthly magazine and the country weekly.—Newspaperdom.

THE DAILY PRESS.

THERE has been a good deal of preparation by the larger papers for specially reporting the Jubilee proceedings in London. Probably a good deal of expense will be gone to which a joint service would have rendered unnecessary. Still, exclusive news is worth paying for always. Yet, is it very sure that "scoops" will be possible in this case? If the Associated Press covers the events by daily cable as thoroughly as the death of Sir John Thompson was reported in 1894, there will not be much left for the special cable correspondent. The three Toronto morning papers have all made special arrangements, and one evening paper has its own correspondent in London the year round.

The cable despatches this last year have knighted Mr. J. G. Colmer, of the Canadian office in England, several times. He figures regularly as Sir Joseph. It is a small matter, but one may as well be right as wrong. Mr. Colmer is a C.M.G.

It will be known in a few days whether the recent reports that Canadian journalism is to be included in the Jubilee honors are true. The name of Mr. Willison, of *The Globe*, has been mentioned, first in *The World* correspondence from Ottawa, and in other ways since. It is said that the successor of George Brown is not in favor of a title, and would not accept one. *The Globe*, the other day, in its Ottawa correspondence, hinted that Mr. W. F. Maclean, M.P., might receive a knighthood. Possibly there is something in the wind. If, as is reported, politics, bench, bar, commerce, education and other interests in the country are to be represented in a list of Jubilee honors, there is no reason why journalism should be left out. There are several gentlemen who would wear the dignity well. A title conferred in connection with the longest and most illustrious reign in English history would certainly be more distinguished than some titles which are bestowed—as far as the onlooker can see—without any earthly reason whatsoever.

[N.B.—The sneer in this paragraph is due to the fact that PRINTER AND PUBLISHER has not been included in the published lists of expectant dignitaries.]

A remarkable improvement in newspaper illustration in Canada must be credited to *The Mail and Empire*—that the reproduction of half-tones on pages printed by a fast press. For several weeks *The Mail* has been giving half-tone photographs, and a high standard of excellence has been arrived at. So far as we are aware, this is the first successful attempt of the kind in Canada, although several journals in the States have gone in for half-tones in the regular edition. The process may not be familiar to all: The form is first stereotyped as usual with a blank where the engraving is to go. The engraved plate is then bent into the half cylinder shape required, and is attached to the blank on the stereotyped form. The secret of getting good results is both in the way the half-tone itself is prepared, and particularly in the method of attaching it to the stereotyped page. Good work in these respects enables a fast press to print a half-tone as well as a slow, flat press. This is a marked advantage, and *The Mail* seems to have solved the largest part of the difficulty by means which, no doubt, are due to office skill and preserved as a private process. Half-tones from a fast press are a

veritable triumph of modern enterprise, and, if cost does not prevent, will certainly come into general use.

Without stretching terms, it may be said that the Jubilee issue of *The Globe* was the finest number of the kind ever turned out in Canada, and will compare with any similar work produced elsewhere. The color and artistic work of the first page, the press work generally, and the arrangement of illustration all show great care and taste. Mr. C. W. Taylor, who seems to have thrown heart into the work, may justly be congratulated on a real victory over the hundred and one obstacles in the path of a successful special number. The editorial part of the number indicates a well-planned programme carried out with very few blemishes. The group-photographs of Canadian Governments and the photographs of the various Governors of the British Empire are both of present interest and permanent value. The reading matter entertains and instructs, and the number may well get an immense circulation. *The Globe* has given Canada one of the best advertisements it ever had the good fortune to obtain.

GRAPHIC REPORTING.

Says *The Woodstock Sentinel Review*: "The *Toronto World* is adopting a reportorial style which will add to the horrors of public life—or, it may be, promote the cause of temperance. Here is an item illustrating the new style of journalism:

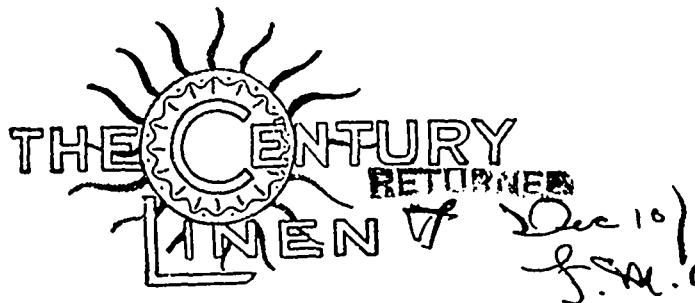
"At the close of the lecture *The World* representative was one of a happy little company which assembled in the *Queen's Hotel* parlors. Here His Worship and Ald. Shaw vied with one another in making themselves good fellows with the guest of the day. His Worship ordered the drinks, and when the waiter returned Mr. Bryan took with him a glass of harmless lemonade. The other drinks varied in strength.

"Mayors and other eminent personages will in future be very careful how they ask reporters to 'have something,' and when they extend their hospitality to eminent strangers they will do it behind tiled doors. They will consider the meeting one for private committee work. They will invite a police inspector to see that there is no phonograph or automatic kodak in the room, and that the transoms are closely screened."

It should be noted that Mr. Harmsworth's new paper in London, *The Daily Mail*, which has jumped in a year to a circulation of 300,000 a day, is adopting the graphic style in reporting.

CENTURY LINEN OF DIFFERENT KINDS.

The Century Linen paper, which is one of the most popular



lines for commercial use, can now be supplied in azure wove, as well as in white wove and cream laid.

NEWS OF THE MONTH IN BRIEF.

ONTARIO.

OSCAR MACDONNEL, late editor of *Le Temps*, Ottawa, died May 26, after a long illness of cancer. The operation performed in Montreal some time before proved ineffectual. There was a large attendance at the funeral, Mr. Macdonnel having been much esteemed. He was 42 years old and leaves a widow and five children.

The Bothwell Times has appeared in new type and looks well.

Mrs. Watkin ("Kit") of *The Mail and Empire*, has gone to England to represent that paper at the Jubilee ceremonies in London.

W. Sanford Evans, formerly of Hamilton, and a nephew of Senator Sanford, has joined the editorial staff of *The Toronto Mail and Empire*.

It is understood that Mr. Woods, of *The Montreal Herald* staff, is returning to *The Mail and Empire*, succeeding Mr. Fraser as city editor.

A. A. C. LaRiviere, M.P. for Provencher, has accepted the editorship of *Le Canada*, the French-Conservative organ at the Capital, and will spend most of his time in Ottawa. His duties begin at once.

Johnson McAdam, a former member of *The Chatham Banner* staff, but more recently city editor of *The St. Thomas Journal*, has gone to the Tennessee Exposition to write it up for a Detroit publishing company.

The Woodstock Sentinel-Review's Jubilee number was beautifully illustrated with photographs of the locality, and was "choke full" of good information. The number was creditable to the establishment.

John Lewis, the talented editorial writer of *The Toronto Globe*, has arrived in London and will send reports of the Jubilee to his paper. Mr. Lewis will do excellent work, and *The Globe* has chosen its representative with great judgment.

Mr. E. E. Sheppard was given a dinner at the National Club, Toronto, June 7, before departing for South America on a trade mission for the Dominion Government. In his absence Mr. Campbell has charge of *The Star*, and Mr. J. T. Clark of *Saturday Night*.

Congratulations have been warmly extended to Mr. Charles Dingman, who lately acquired *The Gananoque Journal*, and who has made extensive improvements in the paper. Its size is now eight pages of seven columns, and the news service much more efficient.

Mr. Charles W. Lundy, of Halifax, N. S., superintendent of the Direct U. S. Cable Company, whose wires are landed under the range of British guns at Halifax, visited Toronto last month. He discussed the question of a Canadian cable service with a number of newspaper publishers and others.

The Woodstock Sentinel-Review will shortly print their editions from the paper in the roll, delivering them complete and ready for mailing at one operation. *The Sentinel-Review* is ever in the front rank of provincial papers and its energetic proprietor, Mr. Andrew Pattullo, is to be congratulated upon the high rank his paper has attained. Their Hoe double-cylinder press has proven unable to turn out the rapidly increasing circulation of their daily and weekly, and Mr. Pattullo has placed an order for a Cox "Duplex" printing press, capable of

a speed of 500 complete 4, 6 or 8-page papers per hour, either six or seven columns to the page. With their "Duplex" press and a new dress of point-system type of the latest designs, *The Sentinel-Review* will shortly appear in very handsome form. The new type and machinery will be supplied by Toronto Type Foundry Co.

J. T. Robinson, formerly of Cannington and Berlin, was married at Cannington to Miss Thorold, daughter of Dr. Thorold, June 9, and has taken his bride out to Kamloops, his future sphere of labor. A joint stock company, with \$10,000 capital, has been formed to run *The Kamloops Standard*, with Mr. Robinson as manager and C. Wentworth Sarel as editor. The provisional directors are: Messrs. Robinson, Sarel and C. E. Jones, of Victoria. A press has been purchased from the Toronto Type Foundry Co., Ltd., and the paper will be a weekly for a few months and then blossom into a daily. Mr. Robinson is followed by the good wishes of Ontario friends.

PROVINCE OF QUEBEC.

T. St. Pierre has joined *The Montreal Star's* local staff.

J. D. Morrison, marine editor of *The Montreal Gazette*, was presented with a handsome testimonial on his marriage. The presentation was made by Mr. S. Kydd, managing editor, on behalf of the whole staff.

The change of Government in Quebec will help *La Patrie* and *Herald*, as it throws a good deal of Government advertising to those journals. *La Patrie* has increased its circulation since Mr. Tarte bought it, and is said to be doing well.

The Grand Lodge of Quebec and the Maritime Provinces the Ancient Order of United Workmen have now an official organ in *The Protector*, a paper just published by Thomas Larkin. The paper is well printed and gives evidence of careful editing.

Mr. Oscar Morin, a reporter on *The Montreal Herald*, has just been appointed secretary to Hon. Horace Archambault, the new Attorney-General in the Marchand Cabinet. Mr. Morin was a successful reporter and made many friends among the journalists of Montreal, who were pleased to hear of his appointment.

Charles Marcil, lately of *The Montreal Star* staff, who nearly defeated Premier Flynn in Gaspé, is to be elected by acclamation for the Magdalen Island seat in the Quebec Legislature. Mr. Marcil has come rapidly to the front as a politician, both from his capabilities as a speaker and his wide knowledge of public affairs.

The June 5th issue of *The Montreal Gazette* was a special one in commemoration of the Diamond Jubilee, devoted especially to the growth of Montreal during the 60 years of Her Majesty's reign. It contained 24 pages of reading matter, and had a fine cover in three colors. On the whole it was a fine number, containing many interesting articles. Some criticism, however, was passed on a series of paid notices of many of the Montreal business houses. A good many claim that this is not legitimate advertising, and is beneath a first-class daily paper.

MANITOBA, THE WEST, AND BRITISH COLUMBIA.

It is said that a new paper, called *Siftings*, is to be started at Saltcoats by the Meikle Co.

W. J. White, formerly proprietor of *The Brandon Sun*, has been appointed press agent of the Department of Immigration. He commenced his duties on June 1st, and will make a tour of

PRINTING INKS



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Large and complete stocks of Printing Inks are kept on hand at our different establishments, as follows :

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44 Bay St., - TORONTO
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- BRITISH COLUMBIA BRANCH—
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- NORTHWESTERN BRANCH—
286 Portage Ave., WINNIPEG

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Who are the leading Ink Manufacturers of the United States

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Toronto Type Foundry Co.

... LIMITED

JOHN J. PALMER, President.
J. T. JOHNSTON, Managing Director.

the United States in the interest of immigration to Manitoba and the Northwest.

The Virden News plant has been moved to Brandon, where it will be used as a job plant.

F. J. Greenstreet says farewell to the readers of The White-wood, Assa., Herald, having left for England on account of his health. Mr. John Hawkes assumes control.

MARITIME PROVINCES.

The composing-room staff of The Telegraph, St. John, N.B., presented Mr. John V. Ellis, jr., with three handsome volumes of Dumas' works previous to his departure from St. John.

The Halifax Herald is vastly improved in typographical appearance by the new machine setting. The changes made in headings and make-up indicate good taste and enterprise.

L'Impartial is a well-printed, thriving, eight-page weekly published at Tignish, P.E.I., for the French-speaking people of the Island Province. The advertisements appear in French or English, according to the wish of the advertiser. The reading columns are also "impartially" devoted to the two languages.

PRACTICAL HINTS FOR ADVERTISERS.

SOME hints of practical value to advertisers are contained in a little manual got out by The Minneapolis Journal for the use of the advertisers of that paper. The suggestions may be passed on by publishers who are often asked by their own patrons for hints, but who, not having made any particular study of the subject, are unable to give the requisite information. Some of the hints are:

Suggestions from the advertiser as to the effect desired in his ads. are always valuable to the printer. A good plan is to sketch the idea. Write the large display lines where you want them, and indicate size of type underneath in brackets, using a good sized sheet of paper for the sketch. Represent the body of the ad. by straight lines and write it out on separate pieces of paper clear and legibly. To establish a correct understanding between the advertiser and printer, here are a few hints:

Don't be afraid of white space and don't crowd in too much matter. People read as they run. A few words well displayed are more effective than crowded lines of type.

Use space down rather than across the page. A double-column ad. eleven inches deep is more striking than seven inches deep across three columns. Besides, more lines can be made prominent.

Cuts and electros should be often changed. They do not print plainly after they are worn.

Remember that type does not do it all. The subject matter is the thing that draws readers and customers, after all.

Use plenty of paper in writing copy. Use white or brown paper, write on one side only and have each page not over 8 x 10 inches. Write in a bold hand and punctuate carefully. The printer has all the punctuation marks in his case; but he can make mistakes unless your copy guides him. A comma in the wrong place may often prove costly.

Type is made of metal and cannot be expanded or compressed. Select type to fit your space or let the printer make the space to fit the type.

Decide first what you wish to be the feature of your ad., and then build around it. If you cannot display the leading lines

or sketch the design, leave it to the printer, after giving him an idea what you would like. His brains are trained to this work. Leave every man to his trade. He will make a good ad for you, if you give him time to do it. If you know anything of the time it takes to set type well, you will hardly ask for the proof of a half-page ad. in fifteen minutes after you have given your copy.

Don't use at the top and bottom of your ad. huge display lines for the firm name—once is enough, either at the top or bottom, as you prefer. What the reader wants is your bargains. He will find your name easy enough, and the chances are, if you advertise enough, your address will be known without your giving it in every ad. The space you save can be used to better advantage.

In preparing reading notices, the heading style is best. By making a fair-sized notice with a newsy heading, you increase the interest of your readers and make your ad. doubly prominent.

Draw a line under the words you wish for a reading notice heading, and use not more than five words, if of average length; for a double heading use from two to four words for the top line, and then, drawing two lines under it, follow with a suggestive sentence of not more than ten words and not less than five, qualifying those used in top line. Separate the heading from the reading matter by a double cross.

Give prices, facts and information in your ad., and make it a news article about your goods and your store. You can have the most faultless-looking ad. and still say nothing.

Write plainly, especially names, prices, street and avenue numbers, and figures of all kinds. You cannot hold papers for errors in your ads. if you furnish illegible and easily misunderstood copy.

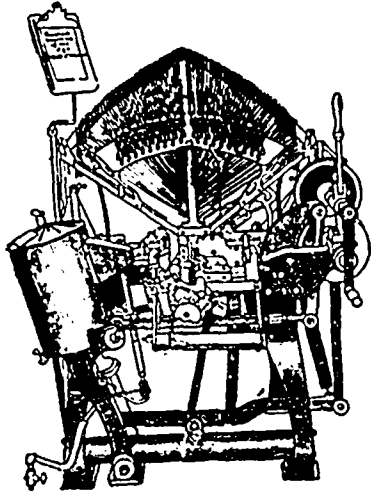
Remember, that it is not necessary to write a small, cramped hand to have the matter set in a small space. The copy and space it is to fill are given to the compositor, and he uses the size of type necessary to fill the space.

THIS IS THE TRUE WEEKLY POLICY.

"It has been the policy of The Democrat for quite a long time now," writes Manager Louis C. Chase, of the North Adams (Mass.) Sunday Democrat, to Newspaperdom, "to so work the local field as to make the paper practically independent of the foreign advertiser. We stick to our advertising rates closely, and tell foreign advertisers that if they do not think their business will warrant paying our prices we cannot sell them the space. We tell them frankly that we depend on local merchants for the greater part of our advertising patronage, but that we are always glad to get foreign advertising if we can, and accept only such as can afford to pay our prices. If more publishers would adopt this course, have one price and stick to it, it would save lots of trouble for those who do pursue this policy."

BEING UP-TO-DATE.

A feature of the handsome military supplement issued by The Brantford Expositor last month was its well-selected date for issue. On Monday, the 24th of May, the Highland regiment was expected to be in the town and take part in the celebration. The Expositor, therefore, had its supplement out with the Saturday paper, enabling its merits to be enjoyed by the town and the soldier visitors. Printed on fine paper, the half-tone cuts of the regimental men with appropriate reading matter made an admirable and timely special issue.



ROGERS TYPOGRAPH

Write for Particulars.

"I believe that any publisher who sets one hundred thousand ems, minion, per week can make machine work pay, and that as he exceeds that quantity he can gain rapidly."—P. D. Ross, in paper read before C.P.A., in February last, at Toronto.



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.. AND ALL ..

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Cuts of Leading Politicians
Kept in Stock. Shipped
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ELECTION PORTRAITS

IN LINE OR HALF-TONE.

The Toronto
Engraving Co.
53 King St. W. cor Bay St.

Perforators

(Rosbach, 4 sizes, 10, 20, 24, 28 inches.)

PAPER CUTTERS
LEVER PAPER CUTTERS
WIRE STITCHING MACHINES
WIRE
NUMBERING MACHINES

Get our PRICES on these MACHINES.

THE J. L. MORRISON CO.

28 Front Street West, TORONTO

MACHINERY
FOR

BOOKBINDERS and PRINTERS.

THE SUMMER EXCURSION PLAN.

A SUGGESTION FROM MR. IRELAND.

THE proposed Temiscamingue trip outlined in these columns last month came to nothing, as the members seemed indifferent and the secretary only received two or three notifications. The question of taking this trip, or any trip at all, is of course purely optional with the association. The members are not forced to adopt any suggestion of this kind unless they feel like it, but at the same time this is a convenient opportunity to point out exactly what the state of affairs is.

For two years, at the annual meeting, the idea of having an excursion somewhere has been sanctioned by vote. The matter has been left with the Executive to arrange details, and yet when a programme is drawn up and submitted to the individuals who talk excursion at the meetings it meets with no support. This can hardly be called reasonable. When Mr. Shannon was president and submitted his plan, only seven replies were received. Last year there was a good reason for not having any association trip, because the general election and the summer session of Parliament rendered the season an awkward one for newspaper men to get off duty for the necessary length of time. This year an excursion is authorized and the members appear quite apathetic. At the 1898 meeting someone, it seems to **PRINTER AND PUBLISHER**, should get up and move a resolution along these lines:

"Resolved, that an excursion of members of this association is highly injurious to the feelings, manners and morals of the members; that we hereby abolish it; that it is no good at all; that we regard propositions to arrange one with suspicion; that we pass on to the next order of business."

This might not pass. But the vote would indicate exactly where the members stand in this matter, and that is what is hard to ascertain at present.

But, joking aside, now that Temiscamingue is laid away in its grave, the following letter from Mr. Ireland, one of the most indefatigable of members, embodies a very attractive proposition:

"THE NORTH STAR,"
Parry Sound, Ont., June 9, 1897.

DEAR MR. COOPER,—I am authorized by the general manager of the Ottawa, Arnprior and Parry Sound Railway and Canada Atlantic Railway Companies to extend to the members of the Canadian Press Association and their ladies a cordial invitation to take a trip, free of cost, over their line, from Parry Sound to Ottawa and return, with the request that the invitation be accepted.

My plan is to have the members come to Parry Sound, remain here one day, and we will give them a complimentary banquet and a steamboat trip among our island scenery; then

go to Ottawa, spend a day there, or a night only if they prefer, and return over the same route. I think I can get free trip from Penetang on steamer, you to arrange with the G.T.R. for railway transportation to and from Penetang.

August is the month suggested by Mr. Chamberlain, and the date to be fixed some time in advance to enable the railway to arrange for special coaches. The trip is one of the finest in Canada, and the scenery is unsurpassed. Do try and have the arrangement carried out, as I want the association to accept this very thoughtful and hearty invitation.

Yours fraternally,

W. IRELAND.

Well done, Brother Ireland; you at least are free of any trace of apathy in this matter, and if the idea doesn't carry it will not be your fault. Those who think well of the plan, and will co-operate to carry it out, should write the secretary at once, because there is no use in making arrangements and then finding that a party cannot be got together.

HOW ABOUT CANADA IN THIS RESPECT?

Mutual congratulations are in order, says The Cleveland World, over the fact that the close study of advertising is creating havoc among the army of unscrupulous schemers, and that therefore increased prosperity is rewarding the genuine solicitor for newspapers of known circulation, as well as the up-to-date advertiser himself. The shrewdest and most successful class of advertisers—I refer to the railroads, who use more "locals," the costliest and most effective style of advertising, than the rest of the vast army of advertisers put together—have cried a halt on these hotel-register and score-card fakirs. Advertising in trade price-lists, amusement programmes or any of the numerous publications of that nature, has been prohibited by the Board of Managers of the Joint Traffic Association. They have made a law that from July 1 no road may publish or participate in advertising in such publications. Advertising must be confined to regularly published, standard newspapers or periodicals of general and genuine circulation published at regular intervals. Transportation issued on account of such advertising must be confined to the bona-fide proprietors, publishers, editors, officers, employes or attaches of such authorized publications, and members of their immediate families.

GOOD USE FOR SPOILED POSTAL CARDS.

B. Murphy, of The Vinton (Iowa) Eagle, utilizes spoiled postal cards that have not been previously sent through the mail by covering the first printing with a block in black and printing thereon in gold the following advertisement: "You surely have something to advertise, and you can use the Eagle to advantage. Push your business. Bring in an advertisement for next issue."

DO YOU WANT PLATES ?**Buy the Best.**

The American Press Association Stereo Plates in Serials, Sermon and Short Stories are just what you want. Our Canadian Service added to A. P. A. gives everything desired. The best working Plate in the world. A big statement, but true.

DO YOU WANT TYPE ?**Buy the Best.**

The American Type Founders' Co. is the largest Type Founding concern in existence. The Type is the best, and the designs the most artistic in the world. Also a large statement, but true.

DO YOU WANT PRESSES ?**Buy the Best.**

The Cottrell and Miehle Presses do the finest printing and are the most profitable to the printer. Few are as good and none are better. A very moderate statement, considering the excellence of these fine Presses.

DO YOU WANT INKS ?**Buy the Best.**

Every printer who keeps advised of what is going on knows that Ault & Wiborg Co. make the finest working Inks in pure colors that skill and money can produce. Just to be easy on the other makers we say there are none better. Try them.

DO YOU WANT ROLLERS ?**Buy the Best.**

The "Gatling Gun" fires out rollers while you wait. No delays. No air bubbles inside or pin holes on the surface. Every Roller perfect. Cheaper and far better than if you made them yourself. You don't believe this? Send a trial order and see.

EVERYTHING FOR THE PRINTER.***Toronto Type Foundry***

BRANCHES:

44 Bay Street

646 Craig Street, Montreal, Que.
520 Cordova Street, Vancouver, B.C.
286 Portage Ave., Winnipeg, Man.

TORONTO

THE OTHER SIDE OF THE SHIELD.

A DEFENCE OF NEWSPAPER LIFE AND ITS CHANCES.

From Newspaperdom.

A MAN who has been a reporter, correspondent and managing editor for thirty years contributed to a recent Forum an article concerning the life of a newspaper man. The pessimism of the article is calculated to discourage writers now in the harness, as well as would-be newspaper men. Such articles are harmful. They tend to lead men downward, instead of upward.

This Forum contribution is a grand sneer at journalism. It is the sneer, evidently, of a disappointed writer. He says: "Work, untriring and ceaseless, is the badge of all professions; but the work of the newspaper man at forty five is not necessarily better paid work than that of the same man at twenty-five."

ABILITY MUST KEEP PACE WITH AGE.

There is nothing new or startling about that. It applies to medicine, law, and theology, just as much as to journalism. If a man earns fifty dollars weekly at the age of twenty-five, the world will not pay him any more at the age of forty-five, or at the age of one hundred and twenty-five, unless he has progressed, broadened, and made himself of sufficient value to the world, as a doctor, a lawyer, a preacher, or a newspaper man, to warrant increased compensation. In fact, I have seen journalists at fifty years of age who earned less than when they were twenty years younger. Why? For various reasons; but principally because they had failed to be constantly learning and increasing their knowledge and strengthening their mental bulwarks, thereby making their work of increased value as their experience increased. They failed to keep out of ruts. On almost every newspaper staff are men who have fallen into ruts, and, not unlike the Chinese, they continue to do about the same kind of work in about the same way year after year, until by and by they find themselves out of the race. They have sat on the fence, as it were, and "watched the procession go by." Success in any walk of life is not attained by getting into a rut.

REPUTATION NEED NOT BE EPHEMERAL.

This Forum commentator complains again about the ills of journalism, saying of a writer: "But as the years roll by, he begins to discern the difference between an established reputation and one that has to be made afresh every day."

Nonsense! Every reputable journalist soon makes a reputation for himself—particularly among journalists—and it is as permanent as the reputation made in any other profession, whether it be a good or a bad name.

The commentator says: "Whether or no he be a writer 'on space,' he must turn out a certain amount of copy, or its equivalent, for at least fifty weeks in the year, and the fame of what he did last week is as dead as the fame of what he did ten years ago. For failing mental vigor there is no place in a newspaper office: for long service, no retiring pension."

A newspaper writer who does not turn out copy almost daily would better seek other occupation. That is what he is paid to do. As to the fame earned by the copy turned out, it depends altogether on the quality of the brain of the writer. If The Forum commentator can turn out copy equal, say, to that once written by Mr. William Shakespeare, doubtless he will receive therefor a fame that will last for not only a week or ten years, but for ten thousand years. There is no place in any profession

or business for failing mental vigor, and few professions or occupations command a pension for long service. Pensions have been given as freely to faithful journalists as to men in other walks of civil life.

A SURE REWARD FOR CERTAIN MERIT.

There is no reason why a journalist should receive greater consideration from the world than do other workers. The calling is one highly honorable and independent. There are "shysters" in journalism, as there are in other professions or callings, but the mass of journalists of the world need no defence from the criticisms of The Forum man. Every editor and reporter makes errors; but the whole trend of journalism has been, and is, to enlighten the people. Grievous mistakes are sometimes made by the press, especially in the printing of low-grade matter. These mistakes are not general, and they are recognized as mistakes by decent journalists. Almost invariably—and I speak from experience among leading journalists—the desire of all these men is to help uplift and make better, if possible, the people for whom they work.

In journalism, as in the pursuit of any other occupation, workers will get all the reward they deserve. Labor, like water, finds its own level.

WHAT FOOLISH MEN SHOULD DO.

The man who does not advertise simply because his grandfather did not ought to wear knee-breeches and a queue.

The man who does not advertise because it costs money should quit paying rent for the same reason.

The man who does not advertise because he tried it once and failed should throw away his cigar because the light went out.

The man who does not advertise because he doesn't know how himself ought to stop eating because he can't cook.

The man who does not advertise because somebody said it did not pay ought to believe that the world is round because the ancients said it was flat.

THE KINGSTON NEWS.

A copy of the Jubilee issue of The Kingston News has not yet reached us, as it was published as this journal goes to press. The number is highly spoken of, however, by those who have seen it, and is a good example of live publishing.

J. P. Hauch, of the Berlin Evanglimnsbote, has become a member of the Canadian Press Association.

SITUATION WANTED.

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

EDITORS, ATTENTION! YOUNG MAN WISHING TO LEARN REPORTING wants position on reliable journal. At references as to character, etc. Address "H," Box 10, Burlington, Ont. (7)

FOR SALE.

WEEKLY NEWSPAPER FOR SALE IN GOOD, LIVE TOWN IN MARITIME PROVINCES. For particulars, apply to "X V," c/o PRINTER AND PUBLISHER. (7)

For
Printing
Folding
Slitting
Perforating
Winding
Cutting, etc. } PAPER
10 years best U.S. experience
in this special line.

Special Paper Handling
Machinery or Attachments
Designed to Order.

C. J. ROBERTSON,

12 PHILLIPS SQUARE,
MONTREAL.

RECORD OF A THRIVING WEEKLY.

H. S. FRENCH, EDITOR AND PUBLISHER COLDWATER PLANET.

THE Coldwater Planet has passed its first year, and the editor and proprietor has reason to congratulate himself on having established a promising and prosperous weekly, built up in a locality which had witnessed a number of unsuccessful



efforts to make a newspaper pay. Mr. H. S. French, a young man of English birth, 29 years old, is a son of Rev. W. H. French, of Aspden, Ont. Mr. French set his first "stick" of type over nine years ago in The Orillia Packet office. Four years ago he established The Mattawa Tribune. After running that paper for one year and seven months he disposed of

the plant, and went to Sudbury, where our young friend established The Sudbury News. After occupying the editorial chair for nine months, Mr. French, thinking he could do better in the land of his youth, returned to Coldwater, where, on May 7, 1896, he established The Coldwater Planet, of which paper he is now editor. Six attempts to establish a newspaper in Coldwater proved fruitless. The Planet has now been in existence nearly fourteen months, and is one of the brightest, most newsy and best conducted journals in Simcoe county. Mr. French is a hustler, and the people of Coldwater appear to appreciate his efforts to give them an "up-to-date newspaper," which The Planet is. A few of the larger and smaller papers might copy Mr. French's mode of management. The job trade is rapidly increasing, owing to the clean and satisfactory work turned out. The influence of The Planet and its usefulness to the surrounding country is constantly growing. Mr. French favors a branch of the Canadian Press Association being established in Simcoe county. We wish The Planet every success.

THE BOY TOLD ON "PAP."

This reminds us of a story concerning the circulation prevaricator, told several months since by an advertising agent for a large medical company, who has transacted business all over the United States. "Several years ago," said the agent, "I stopped in a small town in Colorado. There was only one newspaper published in the place. I walked into the office and was very courteously received by a rosy-cheeked, bright-eyed boy of about 12 years of age. I asked the lad if the proprietor was in, and he informed me that his pap was out but would be back soon. He invited me to take a chair, and handed me several exchanges to look over. I was very favorably impressed with the young man, and I said to him: "What is the circulation of your paper?" The boy looked me square in the eyes, and replied: "Well, I will be honest with you. Pap claims 1,000, but we only print each week 300 papers." Presently the father came into the office. I said to him that I presumed he was willing to renew our contract for the coming year on the basis of 1,000 circulation at the same price that we had

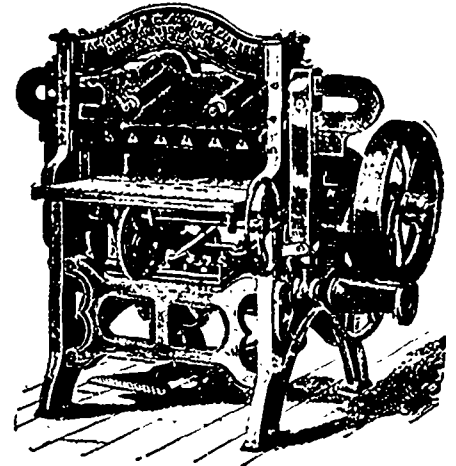
The

"ACME" SELF-CLAMPING CUTTER

The only AUTOMATIC Self-Clamping Cutter made. We combine Self and Hand Clamp. Also, Self and Foot Clamp.

Used by...

- MUNSEY
- McCLURE
- HARPER BROS.
- COSMOPOLITAN
- YOUTHS' COMPANION
- INLAND PRINTER
- And the leading
- PRINTERS
- BOOKBINDERS
- PAPER MILLS
- Etc., etc., etc.



Send for Catalogue and References.

It will pay you...

Labor saved will pay entire cost of Cutter in two years. 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.

"Windsor Mills Special"

This is a beautifully white, wove flat paper with a peculiar velvety finish. The paper has worked its way into the most surprising favor, and numbers of printers use it as their standard line of fine paper.

The price is 10cts. per lb. and, like the quality, never varies.

If you do not use it, send for samples.

Prompt shipment and careful attention to LETTER ORDERS.

CANADA PAPER CO.

Toronto and Montreal.

paid him the previous year, and he said he was. I wrote up the contract, and left the town on the next train. Nothing could have induced me to divulge to the father what his son told me about the circulation of the paper, for I could not help admiring the little fellow for his honesty, and as the paper was the only one published in the town, it served our purpose.—Philadelphia Tribune.

THE TARIFF CHANGES.

SINCE last month changes have been made in the printers' tariff, owing to the strong expressions of discontent from the trade. In alluding to these changes Mr. Fielding said:

"Then we have printed and lithographed matter. Under the old tariff this bore specific duties under two items, one at six cents per pound and 20 per cent. ad valorem, and one at fifteen cents per pound and 25 per cent. ad valorem. There is a large class of this matter which has no commercial value, being printed for distribution by people who sell patent medicines and other goods. The Customs authorities say they can not put a commercial value upon it. We retain in that case the specific form of duty. That class of lithographed goods which has no commercial value we make dutiable at fifteen cents per pound, but as respects the lithographed matter, labels for cans and goods of that class, we impose a duty of 35 per cent. Stereotypes, electrotypes, etc., item 292 of the present tariff, the former duty was two cents per square inch. We reduce this to 1½ cents per square inch. In another case where the duty was three-eighths cent per square inch we make it one-quarter cent per square inch."

The new rates as they stand are more favorable to the printing business, but a fresh difficulty has arisen which threatens to endanger the profits of Canadian offices. It is understood that packages of less value than 50c. may come through the post office without paying duty. This will enable a lot of advertising matter now done here to come in from the States, where the printing of it will be done in future. It may be that this regulation can be modified by order-in-council so as to remove the objection made by printers. But as it is evidently not intended to get round the printers, but is simply a convenience to the public on other classes of matter, the Government should promptly frame the regulation so that it shall not be a loophole for the free entry of printed matter intended to be dutiable. As the United States postage on this class of matter is lower than the Canadian rate, packages could be shipped in here without difficulty. It would also injure the stereotyping business, for advertising cuts now made in Canada could be imported free to a large extent.

AN ADVERTISING COMPETITION.

The advertising department of The Woodstock Sentinel-Review struck a good idea in offering two cash prizes for criticisms on the ads. in an issue of the paper. This drew attention to the advertising columns, was a gentle hint to advertisers to write their ads. well and was an all-round display of enterprise. A number of answers were received and the awarding of prizes was left to Mr. Robertson, of Business, Toronto. The competition, as he points out in his award, tends to cultivate good advertising. "This is the kind of education that the newspaper press want to engage in, and there will be little occasion to cry out about their town being a poor advertising town, and, on the part of the merchants, of business going to other places."

Buntin, Gillies & Co.

HAMILTON
ONTARIO

Envelopes

Our 7-91 White at 90c. per M. and our 8-91 White at \$1.00 per M. are the best value in Commercial Envelopes in Canada.

Our 7-93 Duplex at \$1.00 per M. is almost their equal.

Both Lines Defy Competition. . .

Note the extra size—large enough to contain the ordinary size.



Our best known papers for writing upon are:

Crystal Wove

8 cents per lb.

Lakeside Mills

10 cents per lb.

Boyd Brook

12½ cents per lb.

Century Linen

16 cents per lb.

Japan Linen

Bond . . . 22 cents per lb.

All Weights and Sizes.



Buntin, Gillies
& Co.

HAMILTON

PAPER AND PULP NEWS.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, JUNE, 1897

THE GOVERNMENT ACTS.



THOSE engaged in the paper and pulp industry in Canada have for many months received no more welcome news than that which was contained in Saturday morning's daily newspapers. From the nature of the announcement by Mr. Fielding there is no doubt the Government has recognized the absolute necessity of imposing an export duty on pulpwood and other products of the Canadian forests in order to prevent the spoliation of Canada's natural resources for the aggrandisement of an alien, and in many respects unfriendly, people. To none was the announcement a greater source of gratification and pleasure than to PAPER AND PULP NEWS. It recalled to our minds the days when the Canadian paper and pulp men were struggling along as best they could without any public journal to represent them or present their views and the necessities of their business; with no medium through which they could communicate with each other, with no publication devoted to their interests. PAPER AND PULP NEWS was established as the organ of the industry at the request of men who are now recognized as the leaders in the industry, and from the commencement advocated placing an export duty upon pulpwood. At first we stood alone in our advocacy, and it was necessary to do much work of a missionary and educational nature at great financial loss, and with no encouragement or assistance from contemporaries or the public. But we realized that the cause we advocated was just, and possessed the merit of soundness from an economic standpoint that in its success was involved the future of what will doubtless be one of the most important of Canadian industries, and it was with pleasure and gratification after many months of persistent advocacy that PAPER AND PULP NEWS saw first one and then another of the newspaper press, great and small, take up the question and urge it upon the notice of the Government.

While the spruce supply of other countries has been rapidly diminishing, no effort having been made to replace the annual cut by reforestation, Canada has been increasing her supply by natural growth. The United States forests have been denuded, whilst our virgin forests have grown and increased. In no other country of the world are to be found the two great essentials to a great pulp and paper industry, raw material and cheap power, in close contiguity one to the other and in such generous profusion, as in our northern districts. Recent advices are that the spruce forests run in an almost unbroken stretch to James' Bay and the whole country is richly watered, with innumerable natural water-falls that can be, at comparatively small cost,

converted into valuable water powers. There has been in the past, with few exceptions, no effort to develop these powers or to utilize the abundance of raw material. The United States paper mills, finding their supply running short and the prices of pulp wood advancing, have secured spruce limits on the Canadian side and at a cost of about \$2 per cord for labor in cutting, etc. (a large portion of which was labor imported from their own side of the line), have obtained the raw material for operating their mills. This has been a direct loss to the Canadian workman and to the Canadian business man. Canada has received for its raw material \$2 to \$2.50, and the United States, for working the same material up into pulp, the raw material of the paper manufacturer, has received from \$12.50 to \$14. For every cord of pulpwood which Canada allows to go out of the country in logs our workmen and manufacturers are deprived of \$12 and upwards which they are entitled to and would receive if the logs were converted into pulp before it was exported; and the business of the country also suffers to that extent. That is the sole issue in the question under discussion: Whether Canadians shall receive the benefit which is their heritage in the great natural resources of the country or whether they will be satisfied to remain literal hewers of wood for, and assist to build up the commerce of, the United States?

With the imposition of the export duty on pulpwood there is little doubt that the Canadian pulp and paper-making industry will receive a great impetus. It is not probable that any very marked change will take place this year as the impression created by a previous announcement made by Sir Richard Cartwright in the House of Commons is that the export duty will not apply to contracts entered into for this season's supply. This may be a wise provision, as it will give time for trade to accommodate itself to the changed conditions. That the result of the change will be the establishment of more mills in Canada is confidently anticipated. More mills mean employment for more workmen, an expansion of the business and commerce of the Dominion, another step towards the goal of commercial prosperity and national greatness.

PAPER AND PULP NEWS congratulates itself upon having been privileged to inaugurate the movement which has attained practical success; congratulates the pulp and paper makers of the Dominion upon the enlarged field which offers itself to their energies, and congratulates Canadians generally upon the prospect of an immediate development by and for Canadians of those natural sources of wealth which have hitherto been allowed to a large extent to contribute towards the prosperity of our commercial competitors to the south.

It is gratifying to notice from the following extract from the

proceedings in the House of Commons on Friday, that the leaders of both political parties approve of the proposed duty :

"Mr. Fielding asked leave, on the orders of the day being called, to make an announcement that was received with cheers on both sides of the House. Mr. Fielding said : ' Before the tariff resolutions are concluded it is the intention of the Government to ask for a re-enactment of that resolution in the old tariff which authorizes the Governor-in-Council under certain conditions to impose by proclamation an export duty on logs, and to add power to include export duties on pulpwood and on certain ores. (Cheers.) In regard to logs and pulpwood we have no intention of applying these resolutions at once, so that they will not affect operations now in progress. It may, however, be possible that before the next meeting of Parliament we may have occasion to exercise this power, and therefore it is the intention to ask for this authority.'

"Sir Charles Tupper—'The House will have heard with great pleasure the announcement just made. While it is not desirable to adopt anything like a policy of retaliation, no doubt the time has arrived when it is absolutely necessary for the Parliament and Government of Canada to look solely to Canadian interests in this matter. Face to face, as we now are, with advanced legislation in the United States, as I see the Senate has agreed to this large increase in the duty on lumber, it is incumbent upon the Government not only to take this power but to use it if this proposed legislation in the United States is carried into effect. There is no more advantageous policy for Canada than that just indicated by the Minister of Finance.'

"Mr. Charlton characterized this power as a dangerous one to place in the hands of the Government, and he would oppose it. He asked that a day be fixed for the discussion of it.

"Mr. Fielding promised to fix a day and notify Mr. Charlton. The matter was then allowed to drop."

URGING THE GOVERNMENT.

THE following despatch from the Ottawa correspondent of The Toronto World is another straw which indicates the drift of sentiment at the Capital upon the question of placing an export duty upon pulp wood. Canadian lumbermen and those financially interested in lumbering operations are evidently deeply stirred by the latest news from Washington regarding the lumber duties. Over thirty representative lumbermen, bank presidents and directors, directors of railways and transportation companies, held meetings here this afternoon to discuss the situation and decide upon a line of action to be taken in consequence of the rejection by the United States Senate of motions to strike out the duties on lumber and pulp wood imposed by the Dingley bill. The great injustice of allowing Canadian logs and pulp wood to be exported to the United States free of duty, to be there manufactured into lumber and pulp, which would then compete with Canadian products upon which an import duty must be paid, was pointed out, and it was unanimously resolved that the Government be asked to take power to make provision by order-in-council to impose an export duty on logs and pulp wood, equal to at least the United States import duty, should that be ultimately imposed. The deputation then waited upon the Government to-night and urged that the request of the meeting should be complied with. Strong reasons were given in support of the request, and as the tariff bill is still

under consideration, action favorable to the deputation's request is immediately expected. They got a most encouraging answer from the Government. The deputation included W. C. Edwards, M.P., E. W. Rathbun, of Deseronto, J. R. Booth, H. K. Egan, Alex. Fraser, W. C. Hughson, W. T. Mason, G. S. Leitham, McLaren Brothers, Levi Crannel, of the Bronson & Weston Co., of Ottawa; Thomas Mackie, M.P., Ald. Scott, of Toronto; Mr. Whitney, of the St. Anthony Lumber Co.; Senator Cox, J. L. Burton, of Barrie; Senator Drummond, E. B. Osler, M.P., J. Mather, and G. Burn, Bank of Ottawa.

A FLATTERING PROSPECTUS.

FROM the prospectus and reports of the Arcadia Pulp and Paper Mills Co., Ltd., of Nova Scotia, which has been incorporated, with a capital of \$650,000, to take over the properties of the Milton Pulp Co., Ltd., and the Morgan Falls Co., Ltd., it is learned that the Indian and General Investment Trust, Ltd., 308 Winchester House, London, E.C., have been authorised to receive subscriptions for 1,000 shares of \$100 each 7 per cent. cumulative preferred stock, and 100 \$1,000 first mortgage 6 per cent. gold bonds. The Milton Pulp Mills, Milton, N.S., are situated on the Liverpool River. They have developed a water-power of about 3,000 to 4,000 horse-power but are at present only using 1,500 horse-power. There are four grinders, and the average output of dry pulp has been 414 tons monthly. The average cost of wood is reported at \$2.83 per cord, and the actual cost of manufacturing the pulp is \$8 per ton.

The Morgan Falls pulp mill is situated on the La Hare River, Lunenburg County, N.S., and has a water-power of 1,000 horse-power. There are three grinders with an average output of 250 tons dry pulp per month.

The prospectus states that freights to England can be had at almost any time for 10s. per ton. The production of the mills is now being sold in the United States at prices ranging from \$18 to \$16 duty paid, netting at shipping point \$13.84 to \$12.34 per ton. A large proportion of the pulp would probably be shipped to England, the principal competition being from Norwegian mills. The prospectus goes on to say that Norwegian mills have a slight advantage in the way freights, but when comparing first cost of plants it is generally conceded that ground pulp mills in Norway cost about \$10,000 per ton daily capacity. This would mean that these two mills, having a capacity of 11,000 tons per annum, equalling about 45 tons per working day, would be valued in Norway at \$450,000, whereas the cost price in Nova Scotia was \$145,472.

ABOUT BLOTING PAPER.

The very best blotting paper is made wholly of cotton rags, says an exchange. Some of the grades are made partly of wood pulp, and with it may be some clay. Such papers as they dry out become still less absorbent. The addition of dyes to blotting paper makes it less absorbent. English blotting paper is made usually of from twenty to forty pounds to the ream. American blotting paper is made from forty to a hundred and fifty pounds to the ream. Blotting paper colors are white, blue, granite (a very light gray), yellow and pink. It is made in various shades of these colors. There is sold of white blotting paper ten times as much as of any other color. Some of the calenders used in calendering cloths are made of blotting paper, sheets of which are pressed together to form a roll.

CANADA AND THE EXPORT TRADE.

“WE are not at all satisfied with Mr. Fielding's statement in the Dominion Parliament upon the proposed export duty on Canadian lumber.

“Our position seems clear. The first interest we have at heart is the benefit of the British paper-maker, and we think that in fostering a trade in Canadian pulps for use here, we shall be dividing with our great American colony the advantages we should gain from the exchange. The Dingley bill is not satisfied with taxing Canadian pulps, but puts a duty on Canadian lumber of two dollars per 1,000 feet, with permission to increase this to an ad valorem duty of 25 per cent. if Canada retaliates.

“Why does Mr. McKinley hesitate here? Why not cross the border and dictate the whole Canadian fiscal policy at Ottawa?

“Mr. Laurier may be wise in postponing the question until the Dingley bill passes the Senate, but we certainly do not agree with him. Canadian wood is as important to the northern New York paper-makers as the trade is to Canada as a province. Great surprise is manifested in the States that the export tax was not put on, and there is hardly a doubt but that the Dingley party would have to climb down if the Dominion Government had only put its foot down firmly. Mr. Fielding admitted that there was a strong feeling in the country in favor of the tax, but his strongest expression was that it might be dealt with later in the session.

“The report of the chief of the Forestry division to the U.S. Secretary of Agriculture says distinctly that the enormous quantities of the coniferous woods, which have been annually cut since 1873, cannot continue beyond the next five or six years, even with Canada to help out. This shows both how necessary the Dominion wood is to the U.S. and the strength of the Canadian position. The estimate of standing white pine in Canada is 37,300,000,000. The present annual consumption amounts to 2,000,000,000, or about one-eighteenth, but it must be remembered that there is, or should be, a twelve years' growth for re-afforesting, and that the annual output will be an increasing factor.

“We trust, therefore, that in the interest of the Canadian pulp-maker and the British paper-maker this retaliatory tax will not be long delayed.”—Paper Making, London, Eng

WOOD FLOUR.

Wood flour is mostly made from saw dust, which is ground directly with mill-stones, a very dangerous process, as the risk of fire is great. The best method is to soak the saw dust in a solution of salt, or some such cheap solution, then dry and grind it. The salt solution makes the wood brittle, and, therefore, easily ground, and there is less danger of fire. The stuff is afterwards washed with water, and the salt recovered, which may be used for fresh wood. If wood shavings are used it is best to break the pieces on a rasping machine, and then treat it in the same manner as the saw dust. The wood flour must be dried and sorted by passing it through a gauze cylinder.

There is a very extensive use for wood flour, and there will be still more in the future. In the paper trade it can be used for blottings and cardboard (sic), and in England it is very much liked for the preparation of nitro-cellulose. It can also be used for the production of oxalic acid, which article is used largely in a great number of trades. Latterly it has been manu-

factured into a new floor covering. Mixed with magnesia it makes an elastic firm flooring. For porous stones the flour is mixed with the clay and then burned out.—Wochenblatt für Papierfabrikation.

TO DETECT MECHANICAL WOOD PULP IN PAPER.

TO ascertain if a sample of paper contains mechanical wood pulp, and the approximate quantity—by a ready means—is an operation that is very frequently required and of great service in judging the quality of a paper and its composition. To make a chemical or microscopical analysis of the fibres contained in a sample of paper will be at once admitted to be a task of some difficulty, and one which can only be performed by an experienced operator, equipped with costly and complicated appliances. To overcome this difficulty the writer offers the following simple method, which, for all practical purposes, he has found to give fairly accurate results. If a small quantity of pure nitric acid be dropped upon a sample of paper containing mechanical wood pulp it will immediately turn the paper a yellow, red or brown color, according to the percentage of mechanical pulp contained in the sample. A paper containing, say 10 to 15 per cent., will in about twenty seconds turn to a darkish yellow color. If the sample contains a larger percentage of ground wood the yellow shade will be darker, or even red, and as the percentage increases so the depth of color increases through the yellow shades, terra cotta, to a deep brown, which color is produced by papers containing 50 per cent. and upwards. The simplest method is to procure a small glass-stoppered bottle containing pure nitric acid. In making the test, turn the bottle so as to moisten the inside surface of the stopper with the acid, and then take the stopper and impress it upon the sample of paper, and note the color in say twenty seconds. It is necessary that the test should always be performed with about the same quantity of acid, and the color noted after given length of time, as the shade continues to get darker. If the paper shows no sign of turning yellow or red after thirty seconds it may be safely assumed that no mechanical pulp is present. To ascertain the approximate quantity it is necessary to have a standard set of samples of paper containing known quantities of mechanical wood pulp. To make a quantitative test of a sample of paper, first impress the nitric acid stopper upon the paper and note the color in say twenty seconds, then try with the standard samples until one is found that gives about the same shade in the same time, which standard will very approximately indicate the percentage of ground wood in the sample tested.—American Paper Trade.

GROUND SPRUCE PULP

Sault Ste. Marie Pulp & Paper Co.

Maple Card and Paper Mills

MANUFACTURERS OF

Print, Manillas, Red Brown and Meat Brown

Mills at
Portneuf, Que.

14 St. Therese St., MONTREAL.

NOTES OF THE TRADE.

THE Standard Strawboard Co., having found that the combine was not working satisfactorily, have adopted a new policy. When the company organized in 1895 for the purpose of heading off competition, twenty-five of the more important mills which refused to come in on the deal were leased and the price was advanced to about \$32 a ton. Things went well for a time, but the high prices induced new mills to start up, with the result that competition is now as keen as ever. The company has now cancelled all its leases and reduced prices, hoping to force competitors to the wall. The company's treasury is reported to be in good shape to stand the siege.

The Cookshire Mill Co.'s pulp mill at Sawyerville, Que., has commenced operations. Mr. Frank Dube is in charge.

The official returns report that 3,630 bundles of wood pulp were received at the Port of London from Halifax, N.S., during the month of April.

A Nashville journal states that there is a paper mill in Coffee county, Tenn., which is owned by a woman, and in which only women are employed.

J. B. Benson, of the Muskoka Lumber Co., and James Beveridge, a member of the pulp company, intend erecting a new pulp mill at Escuminac.

The Sault Ste. Marie Pulp and Paper Co. expect to be again running full time shortly. The product of the mill will be shipped to the English market.

One of the Holyoke mills has placed an order in England for a machine for making imitation hand-mades. The United States engineers could not fill this bill.

A poplar veneer, thin as paper, is made by a mill at Charleston, W. Va., which is used for wrapping cheese, as it does not adhere. The sheets are so thin that 120 are obtained from an inch board.

A machine has been invented that will paste paper labels on one hundred thousand cans in ten hours. There is an endless procession of rolling cans on a kind of chute, and each can picks up a label as it passes.

The management of the mills at Chatham, N.B., recently purchased by Mr. Albert Reed is, to be placed in the hands of Mr. H. W. Wagon who has been with Mr. Reed at the Dartford and Yeovil, (England) mills for several years.

Boiler incrustation, so often a source of trouble, may be obviated by adding to the feed water a mixture of 90 per cent. of soluble chromates and 10 per cent. of soda. Three to four ounces per day is ample for a boiler of ordinary size.

The chemical manufacturers of Nova Scotia want to place a duty of half a cent a pound upon bleaching powder of 36 per cent. chlorine strength. The paper makers oppose this, as it is asserted they use 80 per cent. of the total consumption.

The E. B. Eddy Co., Hull, P.Q., some time ago equipped one of its jack shafts which transmit power to the pulp grinders with two Hyatt roller bearings, $7\frac{1}{2} \times 18$ inches, with the result that it operates eight instead of six pockets with same power, and increases the output one-third.

In the House of Commons recently Sir Richard Cartwright said, in answering a question previously put by Sir Charles Tupper: "Without desiring at all to prejudice the question as to what might be done one way or the other as to export duties on pulpwood, I am authorized to inform the House that pre-

cautions would be taken to prevent any parties who are now making contracts for pulpwood from suffering any loss from whatever course might be adopted."

According to a recent official report, the condition of the French paper trade is not considered as good as it was a twelve-month ago. The production has considerably increased, with the result that the heavy stocks are held, and this naturally exercises an adverse influence on prices.

Contracts have been let for about 20,000 cords of Canadian pulp wood by the Appleton Mills. As usual, the wood will be rafted to Long Tail Point and then loaded on cars. The size of the rafts will be reduced to 4,000 cords, experience having shown that the greatest economy in loss is to be found in small rafts.

A new envelope, designed to furnish additional security to articles of reasonable weight sent by mail, is provided with a tag or tongue, which passes through reinforced slits on the under side of the envelope. There are also extra longitudinal and end flaps, which, when pasted down, afford additional strength.

A substance adapted for use as a loading for paper is obtained by treating the waste material resulting from the manufacture of ammonium compounds from sulphate of alumina and lime with carbonic acid gas. This treatment converts the hydrate of lime in the waste material into a chalk precipitate, and a neutral compound of the sulphate of lime and chalk follows.

The Lebanon Mills at Niagara, Oregon, have commenced building operations on a new paper mill. They will make paper out of wood pulp, using hemlock mostly. O'Neil Bros., the proprietors, claim that they can make good pulp out of the yellow fir, which is plentiful in the mountains, the little pitch it contains being easily removed by steaming.

In an improved apparatus for drying, steaming or fumigating cloth in continuous length, paper in the web, etc., the material, instead of being hung in folds on traveling rollers, is carried through a long steam box on endless aprons in a single sheet or loose web, thus permitting the steam or hot air to act more quickly, thoroughly and uniformly than heretofore.

A few days ago the Niagara Falls Paper Co. took their No. 1 water wheel out of the pit and put new buckets on it. The work was quite hazardous, and one man named Campbell fell a distance of twenty-one feet and caught on an eye beam. While hanging on this beam a second man fell, and Campbell caught him on his downward flight and saved him from death.

George H. Meakins is the inventor of doors and woodwork for the interior of houses made of maple pulp, which he says can be made at one-third the cost of wood doors. He claims the pulp material is superior to wood in many ways, and he is going to organize a company for the manufacture of pulp wood work. He has applied for patents in Canada and the United States.

We are informed that Mr. C. W. Thompson has purchased the paper mills at Napanee Mills, formerly the property of the Napanee Paper Co. He is now repainting and repairing and putting them in first-class condition. The purchase is understood to have been made from the Western Canada Loan and Savings Co., from whom Mr. Thompson has rented this property during the past year. We understand he has been very

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E. B. EDDY, President.
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W. H. ROWLEY, Sec.-Treas.

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The Great Paper Supply House of Canada

It justifies the name through its
GREAT AND UNIQUE FACILITIES
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IMMENSE AND VARIED STOCK



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Vancouver.
John Cowan, St. John's, Nfld.

HULL, QUE.

318 St. James Street, MONTREAL.
38 Front Street West, TORONTO.

successful in not only operating this establishment during the past year, but in receiving good financial returns from his operations. We are pleased to learn of this purchase and extend our best wishes for his future success.—Napanee Express.

The Laurentide Pulp Co. have just made another shipment of ground wood pulp to Britain, shipping 183 tons dry measure, for Liverpool per steamship Scotsman, and 99 tons, dry measure, per steamship Numidian.

A new sulphite pulp mill and a paper mill are being erected at Grande Mere, on the St. Maurice River, Quebec. The capacity of the pulp mill will be about 30 tons daily. Mr. John P. Riley, of the Laurentide Pulp Co., is manager of the new concern.

A systematic effort is being made in Great Britain for a Saturday half-holiday among the paper makers. Already some of the mills shut down on Saturday at 2 o'clock p.m. and do not start up until 6 a.m. on Monday; but it is considered desirable that there shall be a general respite during this time, and there seems no doubt that the end will be attained through voluntary consent of the employers.

The wood pulp industry of the United States, it is estimated, now consumes 800,000,000 feet of pine, spruce and hemlock annually. The average annual consumption of the timber is 20,000,000,000 feet, and there is left standing in the Northern States, it is estimated, 100,000,000,000 feet coniferous groups. There is standing in Canada 37,300,000,000 feet of white pine, and the annual consumption is 2,000,000,000.

Chicoutimi is to have a pulp mill. Though a small town, it has been very progressive, having good water works and electric light. This is a new evidence of its energy. The chief mover in the new scheme is J. D. Guay, the mayor of the town, and a large shareholder in the water works and electric works. Chicoutimi is a town of about 5,000 population, on the Saguenay River, and in easy reach of extensive pulpwood limits. The intention of the new company is to deal in export trade only.

The Austrian Association of Wood Pulp Makers recently held their second annual meeting at Vienna. The report was satisfactory, particularly as regards the work of the Central Office. Not only have better prices been obtained than before, but also several new members have joined. All the proposals of the committee were carried unanimously, and a hope was expressed that the few still remaining outsiders would join the association, in order that still more satisfactory results may be obtained at the next general meeting.

Official paper testing has not yet been introduced into France, though the following story would show its desirability: The Government wanted to buy a special paper only made by three mills in France. The mill which is considered the most efficient received enquiries after this sort from three dealers, and sent cuttings from one and the same sheet to all three. They made their tenders and the highest was accepted, while the two other dealers received a reply stating that their samples did not give satisfaction. It would be interesting to learn how the Government official came to his decision.

Charles Campbell, of Carthage, New York, is the inventor of a pulp machine which will make a vast difference with the spruce-pulp makers of this country. As is well known to all persons familiar with the pulp business, there is a large loss of

stock after the stuff has gone to the screens. There are particles of pulp too large to go through the screens. There are large slivers which come from the edges of the pulp blocks, which slide around and manage to get pumped up on the screens. The amount of stock thus thrown away from each mill would be surprising if known. The machine is a complete success, exceeding even the most sanguine expectations of the projectors.

A company with large capital is being formed to build and operate a pulp mill at Grand Falls on the St. John River. The company is not yet formed, though already a number of prominent men, and men of excellent financial standing, have become interested in the project, and it is sure to be put through. Among the capitalists and prime movers in the scheme are Senator Proctor, of Vermont, and Mr. Manchester, of the large dry goods firm of Manchester, Robertson & Allison, of St. John, N.B. It is understood that Senator Proctor has the largest interest in the new company. This is the same syndicate that is trying to unite the pulp mills of the Maritime Provinces.

For the art of paper-making the world is indebted to the Chinese, who, with their usual liberality when dealing with their own historical dates assign its invention to a Chinese king about 3,000 years ago. As a matter of fact it was probably made in China before the Christian era. The invention was taken to Samarcand, whence it was introduced into Europe in the seventh century. In 712 the Saracens were making paper in Spain from cotton fibre. Its use became general a little later. Linen and cotton rag instead of raw cotton were first used by the Saracens, and the earliest dated document on linen paper is said to be a treaty between the kings of Aragon and Castile, in 1177.

The Canadian Government has made a very important announcement regarding an export duty on pulp wood. It is to the effect that whatever action it may take in the matter of such a duty, parties who are now making contracts for pulp wood will be protected from loss. In other words, if such a duty be imposed finally, it will not affect contracts running at the time the duty goes into effect. No manufacturer need hesitate, therefore, to contract for Canadian pulp wood for the present. Practically any duty that may be finally decided upon will not be effective for another year. But that pulp wood will ultimately be taxed, there is now little doubt. The pressure which is being brought against the Canadian Government is a little too strong to be withstood.—American Paper Mill.

When the Western Classification Committee met at Chicago, a petition signed by wholesale paper dealers and paper-makers in Wisconsin and other states was presented asking that news, book and other grades of paper be restored to the fourth class, where it was before January 1, 1896. The paper men in the west claim that when news, book and other grades of paper were placed in the third class by the committee over a year ago, the western paper manufacturers and wholesale dealers were placed at a disadvantage at once, because the eastern paper men had the advantage of lower freight rates and were thus able to cut under the western men in making prices. Wholesale paper dealers of Chicago, and manufacturers of Wisconsin, Missouri, Kansas and Nebraska are much interested in the next meeting of the Classification Committee, and they will make a strong effort to have paper restored to its old class.

A BANKER'S VIEWS.

THE following extract from the address of Mr. George Hague, general manager of the Bank of Montreal, to the shareholders of the bank at the annual meeting in Montreal last week, will prove of interest to those engaged in the paper and pulp industry:

"There is a branch of forest industry which has been coming into more and more prominence during the last few years, and it is most satisfactory to think we have still such large reserves of wealth in our woods.

"The raw material for the manufacture of paper has become more and more dependent upon the supply of spruce trees. The smaller class of these are of little or no value for lumber purposes, but they prove exceedingly valuable in the production of pulp. Large tracts of our forest country from which all the available pine has been cut contain vast quantities of trees suitable for this manufacture. Already large pulp mills are operating, some in connection with established paper factories, some of them depending upon an export trade to the United States or to England.

"It is a pity to export such very raw material as spruce logs, and surely we may look in time for the establishment of a sufficient number of mills to ensure that either the pulp itself or the paper made from it will be the article exported.

"The proposal to put an export duty on logs, both of pine and spruce, has much more than a political aspect. I will not say a word on any question of politics. It would be unseemly in an address like this. But an export duty has a far more important aspect as a means of conserving our great forest wealth, a wealth which can never be replaced if it is once exhausted. At any rate this matter of the conservance of our forests is worthy of the attention of our respective Governments, and they are nearly all interested in it.

"The conservance of our forests has been a matter of consideration and discussion again and again. No doubt the system of leasing tracts of country, technically called "limits," makes it the interest of every owner of them to protect every good tree for his own sake. And self-interest, as you know, is a pretty strong motive. But sometimes the interest of the individual and the interests of the nation do not coincide. It is well known that on the continent of Europe, where large forests of pine and fir exist, the whole matter of the conservance of forests is under Government control, and no trees are allowed to be cut down but such as have been marked by forest rangers as suitable for the purpose. By this means a succession of trees is secured, and the forests made practically inexhaustible from generation to generation.

"We have had in former years such enormous areas of forests that such proceedings would seem unnecessary. But the time is undoubtedly coming when the areas of available merchantable timber will be so reduced that for the sake of the country's general interest some means of protection may be found desirable."

MR. WILSON'S TRIP.

Mr. J. C. Wilson, head of the paper house of J. C. Wilson & Co., Montreal, accompanied by his son Edwin, left June 10 for an extended trip through the western part of Canada and the United States. During the trip they will see the principal cities on the western coast, besides staying a short time in the gold district. They will go as far south as California.

The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

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...IN consequence of the latest great enlargement of my works, and the advantageous improvements in the installation of them, I am—in spite of the enormous rise of the price of raw material—able to allow a REDUCTION OF PRICES of a great number of my machines which, thanks to increasing demands, can now be made in very large quantities.

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PULP WOOD LIMITS FOR SALE

Very extensive pulp wood limits in New Brunswick for sale.

They lie on each side of a river with unlimited water power. Shipments can be made by rail or ocean vessel.

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

The property is well worthy investigation by large operators. Further particulars on application. Address inquiries care of, Editor,

◆◆◆◆◆

Canadian Paper and Pulp News

Board of Trade,

. . . . MONTREAL.

THE PULP WOOD SUPPLY.

CONSIDERING the wonderful growth of the pulp and paper industries in Maine and New Hampshire, there really should not be another stick of spruce lumber sawed on the Androscoggin River. The spruce forests of that watershed should be reserved for pulp and paper. In fact, the immense pulp and paper establishments now erected on Androscoggin waters would of themselves alone consume each year all the spruce which should be cut in the Androscoggin basin. The saw mills are less expensive buildings, and can be moved or be dismantled at much less sacrifice than can the pulp and paper mills. The pulp men are shortsighted if they do not secure any blocks of land for sale on the Androscoggin at a reasonable cost.

The same may be said of the Connecticut River Valley. The fine pulp and paper mill establishments at Bellows Falls, Turner's Falls, Holyoke, Mt. Tom, and other places, should control all the spruce growth on the Connecticut Valley, which is largely confined to the head waters of that river, in Coos County, N.H., and in Essex County, Vt. The amount of spruce which should be cut in this valley each year would not be greater than the total wants of the pulp and paper mills on the river, with the addition, perhaps, of one or two more paper establishments to displace saw mills at important water powers.

The present price for spruce pulp wood is based on a depression in spruce lumber, and a low price for spruce logs. Under the demand of a series of prosperous years in all kinds of manufacturing, the price of spruce lumber will advance, and with it the price of spruce pulp wood. Undoubtedly the present price of spruce forest lands in New England is at its minimum for many years. It is low water in the spruce business. The flood tide must bring increased demand and higher prices. Hence, the present is an opportune time for capitalists interested in the pulp and paper industry to make their investments in the rapidly diminishing areas of spruce forest land in New England.

From present appearances there will be imposed by the Canadian Government an export duty on pulp wood. We do not think the Canadians will place an export duty on saw logs, because that would affect the American duty on millions of feet of Canadian sawed lumber. But to place an export duty on pulp wood would carry out the theory of the Canadians that higher cost pulp wood to United States manufacturers would induce them to migrate to Canada and erect factories and buildings there. Again, the placing of an export duty on pulp wood would only subject the Canadians to an increased import duty by the American Government on such wood pulp as they desire to ship into the United States, which is not an important factor.—American Paper Trade.

UNITED STATES MARKETS.

NEW YORK.—The paper business moves along sluggishly, with very little noticeable change, from week to week. All prospects of the Holyoke mills shutting down for even a few weeks this summer are said to have disappeared. The news men continue in their old line. Only in book and manilla papers does there appear to be a fair business going.

The market for ground wood is fairly active. The price holds good at \$12 to \$15 f.o.b. at the pulp mill.

There is a fair business doing at small profit in foreign sulphites and soda fibres. Prices remain unchanged. Foreign sulphite, bleached, No. 1, 3.30 to 3.75c.; No. 2, 3.20c.; un-

bleached, 2.30 to 2.75c. Foreign soda fibre, bleached, is quoted at 3c.; unbleached, No. 1, 2.10c.; No. 2, 2c.; domestic sulphite, unbleached, is quoted at 1¼ to 2c.; domestic soda, bleached, 1⅞ to 2c.

In chemicals there is a slight improvement upon the strength of the report that makers in Great Britain have apparently come to an agreement. In the local market bleach was scarce at 1.75c. Caustic soda was firm at 1.90c. and alkali was unchanged at 90c.

UNITED STATES FOREIGN TRADE.

THE Treasury Department statistics show that during the month of March the imports of wood pulp into the United States amounted to 2,686 tons, having a value of \$54,643, against 4,001 tons, valued at \$92,704 in the corresponding month of 1896. The total for the nine months ending with March was 35,652 tons, valued at \$661,438, as compared with 31,553 tons, valued at \$759,488, imported during the like period of the previous year. During the period covered by these statistics there was a falling off in the imports from Germany and other European countries and an increase from 19,428 tons, valued at \$285,712, to 29,988 tons, having a value of \$421,841, from Canada. The statistics show that there has been a heavy reduction in the value of wood pulp imported, but that Canadian pulp has held its value better than the average. The exports of paper and manufactures of paper for March show an increase of \$79,000, as compared with March, 1896. For the nine months ending with March the total exports were \$2,215,217, being an increase of 13 per cent. over the corresponding period of the previous fiscal year.

A HINT FOR CANADIANS.

We learn from our contemporary, *The Papier Zeitung*, that the German mechanical mills have addressed a petition to the Government railway authorities, praying for (1), a reduction of the railway rate on wet pulp made in Germany, and (2), an increased rate on dry pulp from Norway and Sweden, so that competition may be made more difficult. The reduction on wet pulp, it is contended, would not only benefit the mechanical mills, of which there are 524 at work in Germany, but the paper-makers also prefer wet pulp, as it is easier to work. Our contemporary, however, points out that the production of mechanical pulp in Germany is not sufficient to cover the requirements of the paper mills, and that to increase the freight on Scandinavian pulp would simply be to make paper dearer, which would be a very serious matter. Our contemporary, therefore, thinks that the union should concentrate their efforts in getting a reduction of the rate for wet pulp, and let the question of an increased rate on dry Scandinavian pulp alone. Could not the Canadian railways be induced to reduce the freight rates upon Canadian pulp for export? The increased business ought to compensate them for the reduction in rates.

BRITISH MARKETS.

LONDON.—There has been an improvement in shipping orders for chemicals, but the home trade is about the same as last month, with the exception that caustic soda shows a tendency to rise in price owing to the demand.

The wood pulp market has not changed since last report. Prices for all grades are well maintained, but very little business is doing, with the exception of mechanical pulps, in which some large contracts have lately been booked for Canadian.



JAENECKE BROS.

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Nos. 536-538 Pearl Street, New York,
make Inks for printing black or in col-
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Our facilities for making INKS OF ALL
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close pace with the advancements in the
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products of correct and uniform quality
and at moderate prices. ❁ ❁ ❁ ❁ ❁

Specimen Book and Catalogue will be Sent on Application.

JUNE, 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 steam 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,
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Toronto Type Foundry Co., Limited

Babcock Optimus, Four Roller, Two Revolution

Bed 39852; table distribution; front delivery; air springs...

Babcock Standard

Bed 33851; air springs; tapeless delivery; back up. Good as new.

Campbell Country Cylinders

Bed 31846, with fine distribution. As good as new.

Bed 32847; prints six column quarto.

Campbell Complete

Bed 32850; prints six column quarto.

Bed 275241. Four rollers; box frame; tapeless delivery.

Campbell Two Roller Oscillator

Bed 31848; prints six column quarto. Good condition

Campbell "Economic" Two Revolution

(Late build.) Four rollers; bed 47864; table distribution; tapeless delivery. Good as new.

Campbell Two Roller Two Revolution

Bed 41856; job and book; will print 7 column quarto.

Campbell Two Revolution

Four rollers; bed 41856; double ender inking apparatus, table distribution; tapeless delivery.

Four rollers; bed 32850; double ender inking apparatus, table distribution; tapeless delivery.

Campbell Book and Job

Four roller, two revolution press; bed 32852. Good order.

Campbell Intermediate Two Revolution Press

Bed 32853; tapeless delivery; prints seven column quarto.

Cottrell & Babcock Drum Cylinder

Bed 24837; rack and cam distribution; air springs; tapeless delivery.

Cottrell & Babcock Four Roller Two Revolution

Bed 35852; 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 42860. Rebuilt by Cottrell. This is a fine press for book or newspaper work.

Cottrell Drum Cylinder

Two rollers; bed 32846; air springs. In good order. Prints six column quarto.

Cottrell Drum Cylinders

Bed 21827; box frame; tapeless delivery; air springs; table distribution.

Bed 24830; box frame; tapeless delivery; air springs; table distribution.

Bed 18822; rack and cam distribution; tapeless delivery; air springs.

Hoe Drum Cylinders

Two roller; tape delivery; prints seven column quarto; rack and cam distribution.

Bed 31847; rack and cam distribution; tape delivery; will print 6 column quarto.

Bed 16822; rack and cam distribution; tape delivery.

Bed 31843; rack and cam distribution; tape delivery.

Hoe Double Cylinders.

Bed 31845; prints six column quarto.

Bed 40850; prints seven column quarto.

Little Wonder Cylinder. Bed 14819 $\frac{1}{2}$. In good order.

Miller & Richard Wharfedales

Bed 55849; prints eight column quarto. Fine machine.

Bed 32830; patent flyer; good order.

Potter Country Drum Cylinder

Bed 31845; table distribution; tape delivery; in fine order.

Potter First-class Drum Cylinder

Four rollers; 36 $\frac{1}{2}$ x 52; 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 29842. Will print double royal sheet. In splendid condition.

Bed 33 x 46; prints six column quarto; tapeless delivery.

Potter Drum Cylinder.

Bed 32850; rack and cam distribution; good press.

Scott Job and News Drum Cylinder

Two rollers; bed 33851; rack and cam and table distribution; tapeless delivery; air springs. Good order.

Brown Folder.

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

Washington Hand Press. Eight column.

Peerless Job Press.

11816; steam fixtures and throw-off.

Old-Style Gordon. 10815.

Old-Style Gordon. 7811.

Old-Style Universal

13819; with fountain and steam fixtures.

7 Horsepower "Reliance" Electric Motor

With extra armature. Cost \$430.

32-Inch Acme Self-Clamping Cutter

1 30-Inch Sheridan Power Cutter

1 32-Inch Power Cutter

28-Inch Shears. Iron frame.

Hand Embossing Press. Takes 57 inches

Hoe 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, $\frac{1}{2}$ Inch

Rotary Model Jobber. 9812.

Eagle Card Cutter

Sterling Perforator

Rosbach Perforator

Eclipse. 10815.

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