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## THE WEEKLY PRESS.

### THE LOCAL DEPARTMENT.

By Charles W. Landis, Osborne, Kansas.

IN the presentation of this paper we shall endeavor to adhere as closely as possible to practical lines, leaving the theoretical phases of the subject to some of the abler editors who are to follow in a discussion of this fruitful topic. During almost fifteen years' continuous service as "devil," typo and editor in the same newspaper office, our experience convinces us that the local department is the most important feature of a country weekly. There are many reasons why this statement is true. Most people subscribe for a paper in order to obtain the news, and the more local news the country weekly contains, the more readers it will have, the more advertising it will secure, at better rates, and the greater will be its influence in the community in which it circulates. Kansas has always been a prolific newspaper field, but we are glad to say that during the past few years there has been a tendency to reduce the number of papers in this State. Crop failures and consequent business depression were important factors in forcing the permanent suspension of many papers, but, above and beyond all this, the business sagacity of some editors prompted them to effect a consolidation of two or more newspapers in a number of Kansas counties. This has proved not only to be wise business judgment, but has greatly elevated the standard of the country press; for, with fewer papers in the field, those still in existence receive increased

patronage, and are thereby enabled to more nearly approach the ideal newspaper.

Kansas people are loyal in their support of newspapers, and, in return for the loyalty and patronage, we editors should be sufficiently appreciative to give them the best we have in the shop. Every editor should take great pride in publishing a newsy paper. He should strive to have every issue teeming and sparkling with bright, crisp local news. One page of local news isn't sufficient. Let the local items be so numerous that it is absolutely necessary to crowd out all your plates and some of your editorial matter, if need be. Such a paper will delight your readers, please your advertisers and bring your enemies, political and personal, to the point of secretly admitting that you are publishing the best paper in the State, to say nothing about the steady growth of your subscription list and the increased demand for advertising space. To publish a strictly up-to-date local paper requires incessant hustling every working day of the week. And some editors are heathenish enough to do a little rustling on the Sabbath, when about to be engulfed by a "prosperity wave." Some Kansas newspapers are misnomers. They don't contain enough local news to entitle them to respectability. But, let us add, there are very few of this kind of papers in Kansas. A lazy man was never intended for an editor. If there are any lazy editors in Kansas, they should quit the newspaper business, or let their wives run the paper. An editor owes it to his patrons to devote his entire time to the publication of his paper. If he does this, his income will be sufficiently large to make him a good living. (This isn't intended as a shot at the newspaper boys who are fortunate enough to hold post office commissions, because out in our country that is a prima facie evidence that a man is a successful editor.)

Some of the old-fashioned country editors still adhere to the practice of printing long-winded and uninteresting editorials. We believe they make a mistake. Two or three columns each week devoted to short, pungent editorial paragraphs is, in our judgment, more preferable to the readers of country weeklies. Nowadays, all progressive Kansas farmers subscribe for the city weeklies, depending largely upon these papers for their editorial and general news. A certain amount of editorial matter in a country paper is essential to maintain its dignity and stability. Of course, in a political contest, it becomes necessary to increase your editorial space to whoop it up for the fellows, who, as a rule, forget to even thank you for your gratuitous work after the campaign is over. Hence, the editor who makes his local department the leading feature of his paper, will make

and retain friends and enjoy a prosperous patronage. If the editor has no taste for local work, he should employ an energetic reporter, who possesses a good nose for news. The writer of local news should have good discriminative powers. He should be careful about using his pencil to wound the feelings of his readers. He should have the faculty of readily distinguishing between proper and improper news for publication, eliminating from the columns of the paper everything of an unclean or demoralizing character. The paper should be typographically, as well as morally, clean. There is no excuse for sending out a paper full of errors or one that is poorly printed. The local department should include a goodly amount of country correspondence. Every community in which the paper circulates should be represented as often as possible in the columns of the home paper. If this plan is followed systematically, the paper is bound to gain in popularity, and the growth of its field of usefulness will be highly gratifying to the publisher. We have heard editors try to discredit the custom of printing personals. We have always contended, and our experience bears us out in our contention, that the more personals a paper contains the greater will be its popularity. Show us a live newspaper—one that is brim full of bright, local news—and we will show you an editor who is prospering to such an extent that he meets his obligations promptly and eats three square meals a day.

Many a Kansas town largely owes its growth and commercial enterprise to an aggressive, wide-awake local newspaper. And many a town is slow and sleepy, and seldom heard of, because its newspaper displays no enterprise and persists in being an antiquated number. A live local paper brings results every time. If not at first, it will eventually, if the editor will keep everlastingly pounding away in the right direction. And while the whole community is forging ahead, through the instrumentality of an enterprising newspaper, the editor is also enjoying some of the fruits of the industrial prosperity which he has been so important a factor in creating.

In conclusion, let us advise our editorial brethren to crowd their papers with interesting home news, and your constituents will rise up and call you blessed.

#### DUTIES AND QUALITIES OF A FOREMAN.

TO a newspaper, says The Brooklyn Eagle, the foreman of the composing-room is second only in importance to its managing-director or to the editor-in-chief. He is incidentally a very large employer. It devolves upon him to hold in equal regard the rights of the newspaper and the rights of his employes, who are also his associates, and this is no easy task, for it involves the exercise of patience, judgment and justice in a very large degree. Of course, he must be a master in all the departments of which he has control—a capital printer, a man who understands thoroughly the "make-up," and who, by long experience, has learned how to correct the errors of copy and of type that are constantly occurring.

In addition, he must know the relative value of topics, and of news, and must be able, at short notice, to decide questions of vast importance to the establishment he serves. It is in this latter respect that his value is chiefly put to the test, for newspapers are not snails, and have to be sent to press with the regularity of the clock. A large number of questions which, in war, would be called strategic, and in Government would be

executive or diplomatic, according to circumstances, have to be decided by the foreman, and decided, not in hours or minutes, but frequently off hand, "on the jump," if the expression be admissible.

No modern journal would think of employing a foreman who did not combine all of these qualities, and combine them in an unusual degree. The longer the period of service, the more intimately acquainted with the customs and methods of the institution which employs him, the more valuable, of course, is the man and the greater the confidence imposed in him. It is not his good or bad fortune to be at the front in the sense that reporters, correspondents, and editors are, but superior to the service of most of those in the so-called "intellectual department" of a newspaper is that of the head man in the composing room.

#### CANADIAN PRESS ASSOCIATION.

PREPARATIONS BEING MADE FOR THE NEXT ANNUAL MEETING IN TORONTO.

A MEETING of the executive committee of the Canadian Press Association was held in the Queen's Hotel, Toronto, September 2, there being present: President Holmes, L. J. Tarte, A. G. F. Macdonald, C. A. Matthews, J. T. Clarke, D. McGillicuddy, W. Ireland and J. A. Cooper.

The president made a verbal report, showing the efforts that had been made to hold an annual excursion in 1898, and the fact that only about half a dozen members had been willing to take the proposed steamer trip from Owen Sound to Duluth.

Mr. Matthews moved, seconded by Mr. McGillicuddy, that a committee be appointed to prepare a scheme for an 1899 annual excursion, to be submitted at the annual meeting, and that the committee consist of Messrs. Macdonald, Tarte, Ross and Ireland.

The following new members were elected:

Charles J. Howell, Intelligencer, Belleville.

John J. Clarke, Watchman, Trenton.

J. H. Meir, Star, Sault Ste Marie.

Evangeline Booth, War Cry, Toronto.

The question of an agitation re postage was discussed, and the executive decided that, on account of the resolution passed at the Ottawa meeting of the association, it could take no action whatever.

Mr. Ireland moved, and Mr. McGillicuddy seconded, that the next annual meeting be held in Toronto about the usual time, the exact date to be fixed by the president. As to the programme of the annual meeting, it was decided to hold a banquet and attempt to secure the presence of one of the following gentlemen: Mr. Watterson, of Louisville, Mr. Whitelaw Reid, of New York, Mr. Godkin, of New York, or Mr. Box, of Philadelphia. The following are to be invited to speak: Henry Bourassa, of Montreal, and A. F. Pirie, of Dundas.

The subjects to be discussed at the meeting were considered. Papers on War Correspondence, Advertising and Press Work in Daily Offices were arranged for. Open conferences were agreed upon to deal with the following questions: Collecting Subscriptions, Press Work in Weekly Offices, Tender Work for Municipal Printing.

## NOTES HERE AND THERE.

IF Mr. Maclean, M. P., whose remarks at the Mulock banquet are printed in this issue, will devote his usual energy to the task of facilitating intercourse between the English and Canadian press he will find there is as much fame to be acquired in that direction as in penny postage. The exchange list is a valuable suggestion. The number of errors about matters European and British which are carefully copied into Canadian papers from United States exchanges is large. Ignorance, not malice, is usually at the root of the error. The other day, *The World* itself had a clipping which stated that the Queen, alone of English sovereigns, possessed a private fortune and would die out of debt. Our people are mostly British in origin or by birth. They notice little misstatements like this, and get to have a low opinion of our newspapers for publishing them.

\* \*

As for the cable service, its cost sends a shiver through every publisher. Well, all I have to say is this: Some paper some day will start a really good service. The others will tumble over themselves to follow suit. Thus a lot of money will be spent through individual competition which would be saved by a united service organized now.

\* \*

There is hardly a newspaperman who has not, at one time or another in the discharge of his duty, had trouble with some officious policeman. Mr. C. A. Abraham, of *The Woodstock Sentinel-Review*, has had a dispute with the local police which has ended in court and a nominal fine of a dollar. The policeman declined to give up a photograph of Middleton, the railway promoter, or furnish some information asked for. Mr. Abraham remarked that the two policemen might go to the devil. They did not, apparently, wish to go, hence the case. Considering that the press is doing more every day in the week to unearth crime and to keep criminals in check than all the police forces from Vancouver to Halifax, the sympathy of all will be with Mr. Abraham, whose language was mild considering the provocation. The police and press can always work together, and, after an experience of 18 years in city newspaper life, the writer never knew of a case where—given ordinary horse sense on the part of the police—the press could not be made the most valuable auxiliary of the authorities in detecting and preventing crime.

\* \*

A friend who visited the Toronto Exhibition relates the following incident: He was talking to one of the English firms exhibiting, whose manager made the following statement: "Your newspapers here are run in a very queer way. A number of advertising men have asked me to let them write up our goods and put it in as reading matter, charging 5c. a line. If they were to write it up as a news item it would be all right, but the 'bloomin'' fools will put in any 'bloomin'' thing you tell them. You know we would never think of such a thing at 'ome and I wouldn't do it here."

\* \*

"The other day I was reading the reminiscences of Mr. Cooper, for many years editor of *The Edinburgh Scotsman*. He records with frankness his conversations and experiences during 20 years with some of the leading public men in Great Britain—Gladstone, Harcourt, Rosebery, and others. Anyone who has read the book will see what a sensation a similar work by a Canadian newspaperman would create. There is a distinct

opening here for some journalist—who is about to retire. The man in active service who wrote a book recording his actual knowledge of politics and politicians—would have to retire.

\* \*

Apropos of this, consider the biographies of late lamented politicians published in the Canadian press. Does anyone suppose that, in fulness of information, insight into character, and regard for historical truth, these biographical sketches come within a mile of reality? There is, of course, a wise rule: *De mortuis nil nisi bonum*. This, I am informed by a journalistic B.A., means: Of the dead nothing is left but the bones. Certainly, of the whole truth concerning Canadian politicians' careers, very little is recorded by the press when they pass away. The biography of Mr. Gladstone by *The London Times*, recently, is an example of what might be done in Canada.

\* \*

The harsh criticisms of the leading Canadian newspapers upon each other have a painful effect upon timid bystanders like myself. Seeing a good deal of the newspapermen, I never would have dreamed they were so abandoned, if their contemporaries had not kindly printed the necessary warnings. In future, for this reason (and also on account of stringency in the money market), I carry nothing of value in my pockets. Please take note, therefore, that 10c. for lunch, a tin watch (polished to resemble silver), and a latch-key comprise the whole of my wealth, and should relieve me of all fear of robbery. C.

## U. S. MOVE FOR HIGHER PRICED WEEKLIES.

*The Review and News*, of Lockland, Ohio, edited by R. W. Spangler, president of the Ohio State Press Association, says: "The recent advance in the price of paper is beginning to be felt by newspaper publishers, and as there is no prospect of a reduction, but rather of further increase, publishers are beginning to think seriously of charging more for their papers. Several of the eastern dailies have already raised their price, and the weekly newspapers will have to follow suit. The day of the dollar weekly is almost past."

## A CARD COMPOSITION CONTEST.

Harry Buckle, of the Buckle Printing Co., Limited, Winnipeg, won the first prize in the business card competition contest inaugurated lately by *The Toronto Type Foundry Co., Limited's* Winnipeg branch. The second prize was won by Pollard & Daniels, Winnipeg, and the third by *The Medicine Hat News* office. There were 30 competitors. The award was to the "most artistic" specimen presented, and prizes were for \$15, \$10 and \$5 worth of printing material respectively. E. G. Ralph, of *The Inland Printer*, made the award. It is said that the company intends to inaugurate another similar contest this Fall.

## ADVERTISEMENTS IN THE STREET CARS.

It is not so many years ago that defacement of natural scenery by conspicuous advertisements was one of the things that made a ride over the country almost hideous. That is not so now, and this change was brought about largely by creating a public sentiment adverse to such advertising. The same concert of action on the part of the publishers will result in the removal of advertisements from the street cars and the placing of them where they belong—in the newspapers and regularly appearing publications.—W. F. Cook in *Newspaperdom*.

**MR. STRINGER'S DEPARTURE FOR NEW YORK.**

CANADIAN journalism loses one of the brightest of its younger sons in the departure of Arthur J. Stringer, of The Montreal Herald, for New York, where he has taken a position on the editorial staff of the American Press Association. Mr. Stringer was not only a clever newspaper man, he was a poet and short story writer as well. Born in London, Ont., he graduated from the local high school and entered the University of Toronto. After attending lectures there for about two years he went to Oxford, and took a special course in English literature and poetry. On his return to Canada he joined The Herald staff as a reporter.

Under the nom-de-plume of "The Infant," Mr. Stringer contributed some amusing sketches and short stories, which were extremely popular with Herald readers. His literary chat and book reviews were among the best features of the Saturday edition. This brilliant young man has already published three volumes of poetry, which, critics say, are far above the average production, and which have given him a reputation in the United States and Canada.

Mr. Stringer has been engaged to write breezy, non political editorials and short stories for the American Press Association, and this is a field in which he should excel.

Though one wishes this clever Canadian every success in the "Land of the Free," still, his departure is only another evidence of the oft proved fact that Canadian journalists with brains cannot hope for adequate reward in their own country. W. M. M.

**DISAPPOINTING RESULTS FROM HALF-TONES.**

An editorial in Process Work and The Printer gives a reason why half-tones often prove disappointing when the machine-printed copies are compared with the engraver's proof. It is this: The half-tone operator, printer and etcher each strive to "keep the shadows open," which means that the shadows are broken up with tiny white points, instead of solid black. This white stippling gives a softness and harmony of contrast to the half-tone, if it is not overdone. It is very often the case, however, that these white points are too large and are etched too deep. The photo-engraver, in taking his proof, endeavors to correct

this by loading the plate with ink, and pulling with a rather soft impression, so that the white points are almost filled up. The printer cannot accomplish this filling up to the same extent, when he is working in the same form several other blocks which will not stand any excess of ink. The result is that the blocks in question appear flat and grey, especially when worked on a smooth paper with a hard impression and the best of ink. With a common paper and ink, and far less trouble of making ready, the same blocks would have rendered a much better effect. The fact is, that process workers have got so habituated to working for poor printing that they forget to leave in the block qualities essential to superior printing.

**LITHOGRAPHING.**

E. T. Wagner, writing in The Inland Printer on the subject of surface plate printing, seems to have the greatest faith in the new method, and in its likelihood of revolutionizing lithographic work. He writes: "Scattering straws show the direction of an agitated current. The foremost press builders of all countries are constructing rotary presses for the use of metal surface printing. Lithographic stone supply-houses are going out of the business; others more progressive are taking up metal surface printing plates along with stone. My predictions of long ago are being realized. Typographic and lithographic methods will reach a point where they will meet. The simple rapid transfer will supersede the time-robbing relief etching. The artistic product of the lithographer will soon be run off on the type press; no more 'cradle' rocking for the



ARTHUR J. STRINGER.

lithographic stone, but the revolution of the cylinder on the plan of old mother earth, that indicates progress." In another portion of his notes, the same writer sums up the advantages of aluminum as follows: "Less costly material than stone, but equally as good; greater rapidity in lithographic printing; greater perfection in 'process work,' and more general substitution of the same for hand work." In conclusion, the writer says: "All developments are making toward the realization of these ends. Lithography has certainly awakened from its centennial slumber, and is just beginning to realize where it is at; but all cannot be reached at one jump, much still remains to be done."

## The Canadian Newspaper Directory.

Circular letters have gone out to Canadian Newspapers announcing the immediate publication of the 2nd edition of this work.

It is to the interest of every publisher to respond promptly, giving full particulars of his publication.

The first edition was certainly a great credit to its publishers, A. McKim & Co., Montreal, and, as the first regular Canadian Newspaper Directory, did a good work for the press of the country.

New features are being developed which will greatly enhance the value of the second edition, both to the publisher and advertiser, and the enterprise should receive the hearty support of every newspaper in Canada.



## CRITICISMS OF THE CLUBBING SYSTEM.

VIEWS OF CITY, TOWN, AND COUNTRY PUBLISHERS ON THIS QUESTION.

**P**RINTER AND PUBLISHER being anxious to obtain the candid views of publishers on the clubbing system will be glad to hear from its readers in short letters. The following are presented as the first instalment of opinions upon the subject :

TRIED ON A LIMITED SCALE.

By D. McGillivuddy, Huron Signal.

You have asked me to give my opinion of clubbing, from a country publisher's, not a policeman's standpoint. Well, here it is :

I take very little stock in it. I have fifty or a hundred of my subscribers who, when they are paying for *The Signal* at New Years, ask me to get a city weekly for them, which I do, retaining enough of the agent's commission to pay for my time and postage, and giving the remainder of the commission, if there be any, to the old subscriber, just to show that I am not working a skin game on him, and have no hard feelings.

Any of my subscribers can get me to order any newspaper on earth, in connection with *The Signal*, on condition that I do not lose anything, even a 3c. postage stamp, by the deal. That's what I'm here for—for the good that I can do, as the years go rolling by, so to speak.

Every year, I get a raft of circulars from the cities with offers to club their sheets with mine, and telling me what a pile of fat there is in it for me, if I will act as their canvassing, collecting and advertising agent in this locality ; and every year I make a note of their offers, taking the rates of the papers that I know some of my subscribers will ask for, and attend to my own affairs, and let the fellows in the city attend to theirs.

I have tried chromo business, the bonus edition, the almanac, the calendar, and one or two other fakes that I would not like to name—as my friends of the press association would think I was "easy" for being caught with them—and I find that the best way to work up a list is to give one's attention towards making his own paper a "news" paper, and let other fellows run their own shows to suit themselves.

I don't do much business in clubbing with other papers, and don't think it pays anyone to do it to any great extent. "Them's my sentymints," and I've nailed them to the office towel.

A TOWN DAILY PUBLISHER'S OPINION.

By Andrew Pattullo, M.P.P.

I have always been opposed to clubbing with city papers. I have been thinking, of course, specially of the interests of country weeklies ; but I question very much if, looking at the interests of the big city weeklies, circulation got at the low price of their clubbing rates is worth having. The ordinary weekly edition of the big city dailies is, to a great extent, the rival of the larger local or provincial weeklies, and, when the latter club with the former and boom such clubbing rates, they merely work for the interests of others, and not their own. I see only one advantage to country weeklies in clubbing with other papers—it does enable us to get our subscription lists on to something like, if not entirely, a cash basis. This is a considerable gain. But what is the use of discussing the question

unless local publishers can agree to act together, which they never can? When one local publisher runs clubbing rates, his rivals must follow suit, or suffer. We held out for years against clubbing, for a time with the co-operation of our neighbors ; but at length we were forced to yield. Last year we ran low clubbing rates with half a dozen outside papers. It did not increase our circulation to any appreciable extent, but probably kept up the circulation in our district of these city papers. We would much rather stand on our own bottom—but necessity, which is another name for senseless and illegitimate competition, has no law.

A CITY PUBLISHER'S VIEW.

By P. D. Ross Ottawa Journal.

Being the publisher of a paper in a city of moderate size, and not, as yet, professing to turn out an article which I can feel could gain much outside of my local territory, I don't believe it worth while to bother about clubbing. It is true there are local weeklies in my territory with which the clubbing system might be tried, but so long as the territory is compact, we can work it by direct inducements or by canvassing, and if we give a club rate to the local publisher, he very possibly rakes in a good many of our former direct subscribers.

Our semi-weekly has clubbed sometimes with a farm paper. That cannot lose us anything to speak of ; it may be advantageous to circulation, though we cannot say that results have ever been striking ; and we are philanthropic enough to believe that it is worth our while to facilitate farming reading for our farmers. This feeling is just strong enough to induce us to use a farm paper at times when we wouldn't trouble with any other.

AN OPINION FROM THE WEEKLY STANDPOINT.

By Mr. Thompson, of The Thorold Post.

You ask for my views on the question of clubbing with contemporaries. Frankly, I cannot say that I have formulated any very extended or very fixed views on the subject. Some years ago I dabbled considerably with the plan, trying it from year to year, sometimes getting up quite a list, and, again, trying to push one or two. But I never could see that it had any appreciable effect, beneficial or otherwise. In short, the experiment, or experiments, were disappointingly barren of results that would aid to conclude for or against.

I suppose that means it was not satisfactory as to its booming qualities. At all events, I gave it up. The few names I had to forward were not new names for my own list, but my own sure subscribers, who simply got their city papers a little cheaper, and I did the transmitting for them. If it was a real benefit to a considerable number, even that way, it would be a sort of satisfaction. But I can only think that, for papers of the rank of *The Post*—that is, practically, the rural papers—it is not worth while.

As to the effects of the system in those cases the clubbers talk about, where one country paper sent them so many hundred names, etc., of course, I cannot speak, never having "been there." But I have always thought that, to have a rural paper

coupled with two or three leading provincial papers, and, perhaps, an agricultural paper, should be beneficial to all, especially as the country paper cannot possibly give the world's news or the agricultural matter, and the city or agricultural paper, in like manner, cannot give the local news, which is the main stock-in-trade of the local sheet. Still, I have seen some excellent arguments against all this.

While writing, I would like to ask why we cannot have more inter-communion—if that is not a doublet—through the columns of *PRINTER AND PUBLISHER* on this and many other subjects of practical, every-day interest to practical, every-day—rather every-week—publishers; a sort of love feast, as it were. For instance, what is the opinion of yourself, Mr. Editor, or of any reader, of the auxiliary editorial? Or, why can we not have a system of transient exchange organized? I would like to see a copy of every paper published in Canada, but do not want to regularly exchange with but very few, and but very few want my paper regularly. If I have ten or twenty papers left some week, and send them to ten or twenty strangers, and they return me each one copy, that being the end of the transaction, I would see samples of their issues, and each one would see mine. Another week, another set would be met. In the course of a year or so, each one of us would see every other paper published in the Dominion, without any overloaded exchange lists. Could you not give us a sign manual, by which this transient exchange could be marked, recognized, and responded to, that could be used commonly by all, and start it going? This was one of the things I had hoped might flow from the country publisher's section, which "died a barnin'" at Ottawa. But what about the auxiliary editorial?

#### LAST YEAR'S CAMPAIGN AGAINST CLUBBING.

By H. J. Peetypiece, M.P.P.

Last year I sent to all the country publishers, in Ontario, a circular, a copy of which is enclosed. It was generally approved of, but nothing was done. I am still of the opinion that country publishers should not club with any cut-rate papers. I think they are doing less of it than formerly. The following is the circular referred to:

"The centralization of business, by wealthy corporations, is already affecting the trade of the towns and villages, and even the smaller cities, of Ontario, which must, sooner or later, seriously injure the business of the newspapers in those places, both in advertising and job work.

"But the newspaper publishers in Ontario, outside of a few of the largest cities, are threatened with a still more serious loss which, happily, it is in their power to prevent, if they will act with firmness and promptness. The threatened loss is the withdrawal of outside advertising, such as that of patent medicine firms, etc., or the holding of it at such rates and on such conditions that it will be unremunerative. A country publisher was told a short time ago, when holding out for a fair price for a patent medicine ad., that the price and conditions offered must be accepted or no contract would be made, the dealer frankly adding that he was growing more independent of the country press every day, because the big city papers were covering the Province better each succeeding year, and that he could soon reach the reading public of the Province through a few of these big papers. This is too true, and this state of affairs is being brought about chiefly by the country publishers clubbing the big papers with their own, at rates that are ridiculous. There are

country publishers, all over Ontario, who are giving one or more of the few big city weeklies with their own papers for the price of one, with the inevitable result that every subscriber to these local papers receives a city weekly free. This enables the big city publisher to say to the advertiser: 'You need not spend your money advertising in such and such papers, as every one of their subscribers receives my paper also; give me your advertising and you will reach the same readers and save money.' Such an offer was made, by a representative of a big city weekly, to a large advertiser only a few days ago.

"More than that, cheap dailies and weeklies going into local fields carry the immense and attractive advertisements of the departmental stores that aim to squeeze the life out of the trade of the Province by turning all the spot cash into their mail order business.

"Perhaps you have not swallowed the clubbing bait, as too many of us have (and therefore feel that you are not interested), but even if you have not, your wisdom will not save you. If half the local papers in the Province are doing it the result will be practically the same. Have you seen it in this light before now?"

#### BECOMING MORE UNPOPULAR.

By JAS. McLeod, *Almonte Gazette*.

The subject is one to which we have given very little attention. We do not believe in the principle and, therefore, have not encouraged the system. We cannot speak, with authority, for other publishers in this section, but, so far as we have an opportunity to learn, we believe that the clubbing system is becoming more and more unpopular every year. The sooner that publishers realize that the best and surest way to get and keep subscribers is to make their publications so attractive that they will win on their merits, and not depend on the attractions offered by other papers, the better for themselves and the general public.

#### LAWYERS AND LIBEL SUITS.

H. Whorlow, secretary of the Newspaper Society, writes to *The London Times*, directing attention to an important announcement just made by the Incorporated Law Society. This relates to the fees of lawyers who take suits against newspapers. A case was investigated, wherein it was proved, to the satisfaction of the committee of the Law Society, that the solicitor, whose conduct was impugned, had entered into a written agreement with his client by which he was to receive, in satisfaction of his solicitor and client costs, one-third of any damages which might be recovered. The following is the text of the agreement in question:

"We are willing to act as your solicitors in recovering for you damages against the various newspapers, and, as payment for our full solicitor and client costs, we are, out of the damages recovered, to have one-third, and to pay you the balance in full."

After a full and exhaustive enquiry, the committee of the Incorporated Law Society found, with reference to this agreement, that, "although made bona fide, it was champertous and illegal, and ought not to have been entered into by the respondent."

It would be well for the standing sub-committee of the Canadian Press Association on libel to consider this question, and, if the conduct of any lawyer in connection with suits appears worthy of enquiry, to bring it before the Law Society.

## THE ADVERTISING DEPARTMENT.

### PUBLISHERS PROMOTING BETTER ADVERTISING.

CANADIAN advertisers, as a whole, are lamentably behind their American brethren in the quality of their advertisements. As a rule, they look upon money spent on the preparation of advertising matter as wasted, and it is to be feared that most newspapers encourage this—with a view to gathering all the available shekels into their own coffers. This is a "penny wise" policy that is certain to recoil upon the publisher. It is he who has most to lose through the failure of a venture on the advertising sea, and, unless the merchant's advertisements are bright and readable, he cannot hope for success. If proprietors of papers would only look at the situation in this light they would see that it would pay them to edit the copy of their advertising patrons, and, if necessary, prepare advertisements for them. The truth is that few publishers know how to prepare strong, convincing advertisements, and they grudge the expense of paying a salary to a man who does.

Business is good this Fall, and many new advertising contracts are being placed, while advertisements that were dropped during the summer are being revived. This, then, is an opportune time for Canadian publishers and advertising agents to urge upon their clients the necessity of using brighter and better advertising matter.

A great deal might be said on the execrable manner in which most papers set up their ads. Very few of them have a compositor who understands how to display an advertisement properly. The idea that big, black type, billboard style, is the kind to use, seems to predominate, and, when one scans the advertising pages of many Canadian newspapers, it is not surprising that we so often meet those who say: "Advertising does not pay."

There are men everywhere who could be trained into space users if the advantages were properly put before them, and if the publishers would assist them in getting up the right kind of advertising matter. Good advertising is always profitable advertising, and the publisher, who shares so largely in the profits, should be a zealous and untiring missionary worker in its behalf.

### A TAX ON THE POST OFFICE.

Now that newspaper postage is decided upon, the Post Office Department should stop another leakage. Two or three big Canadian departmental stores send out tons annually of circulars without addresses, but in bundles to postmasters all over the country. The postmasters are expected to distribute them through the boxes in each office, and thus the departmental officials are being employed to distribute the advertising matter of private firms. The postage on these circulars is half a cent. It should be one cent at least. Newspapers are made to pay up; why should their advertising columns be deprived of their legitimate patronage in making merchants' announcements to consumers? The present system is unfair, not only to the advertising department, but also to local merchants, who are the best patrons of the local press. If a few big concerns can do their out-of-town advertising by means of cheaply

carried circulars, distributed free by postmasters, where will the practice stop? Perhaps cities will be worked in similar fashion later on, the big stores curtailing materially their advertising in the dailies. If the advertising managers of the newspapers will represent this injustice properly to Mr. Mulock, who is honestly endeavoring to make his department pay, there is no reason to doubt that a remedy will be applied. Newspapers have to pay for their own addressing and wrapping. Why should others using the mails be exempt?

### U. S. ADVERTISING IN CANADA

Now, that the war is over, the United States advertisers are renewing contracts at home and giving some attention to foreign fields. Canadian papers stand a good show for getting a considerable amount of business from them this Fall. Of course, there is still that little matter of duties which bars thousands of Uncle Sam's good dollars from crossing the line and making their way into Canadian newspaper offices. This phase of the question of United States advertising coming to this country is now made all the worse by the war tax at home on all patent and proprietary articles.

### THE ART OF AD. WRITING.

As Canadian advertisers are beginning to feel the necessity of doing better advertising, the demand for the services of those who can write good, bright ads. is becoming brisk. This is a field in which women can become as proficient as men, and command equal remuneration for their labor. It is a case where brains, and not sex or physical strength, is weighed in the balance.

There are lots of bright men and women, young and old alike, who might, with advantage to themselves and the advertising profession, turn their attention to a study of this matter. There is no fear of the supply of the right kind of material exceeding the demand for a long time to come, and in no sphere of usefulness is there more room and better play for the exercise of good commonsense and constructive ability in writing short (by all means short), pithy sentences in the English language.

There is no royal road to success in this work, but, with a fair education and an intimate knowledge of the buying and selling of goods, from the buyer's point of view, and the would-be doctor of publicity is pretty well equipped for making a start in the study of writing advertisements: "that will sell goods".

If, to the above qualifications, you can add a close acquaintance with the peculiarities of human nature, you are ahead of your fellows in the contest for supremacy. The test of your work will always be the power of your advertisements to sell goods.

### NOTES.

A company is being formed to manufacture mantles, jackets, and other articles of clothing in Canada. The goods will be sold on a similar plan to the "Fit-Reform" clothing. They will

# Dexter Folder Company

Main Office and Factory  
Pearl River, N.Y.  
(One hour from New York City.)

Highest Grade ...  
Paper Folding and Feeding Machinery

**NEW YORK** 97 Reade St.  
**CHICAGO** 315 Dearborn St.  
**BOSTON** 149 Congress St.

be advertised extensively in Canadian dailies and weeklies. H. A. Beatty, of the Corticelli Silk Co., Montreal, is the promoter of the new concern.

The new advertising now appearing in the papers for the "El Padre" cigars is handled by A. McKim & Co.

J. P. McConnell, of "Slater Shoe" advertising fame, is leaving for Toronto, where he will open an ad-writing and promotion bureau. He will prepare and place advertising of all kinds, but he will continue to look after the interests of the "Slater Shoe" as well. Mr. McConnell's bright work has so commended itself to advertisers and to the public that his future success is assured.

The "Mayer" soap people, who are using a large amount of space this year (through A. McKim & Co., Montreal) in all the best dailies and weeklies, are getting splendid results, which amply demonstrates the wisdom of their course in advertising this new, scientific, up-to-date home dye on a liberal scale, and making its merits known in all the homes in the Dominion in the shortest possible time.

The Barrie Advance records that by allowing the clause "200 lines for locals" (in exchange for tickets), to go into its advertising contract with the Main circus, although the agent was told the paper would not give so much, another agent came along later and demanded the full terms of the contract. The Advance says, of course, the contract should not have been signed, and suggests that publishers should have two contracts with circus agents, one for advertising, the other for locals.

### THE CADADIAN NEWSPAPER DIRECTORY.

Another page contains the announcement of the forthcoming second edition of this work, which the publishers promise will contain several new feature that will greatly increase its value both to the press and the public. It is understood that the publishers, A. McKim & Co., have purchased new type for the whole book, Miller & Richard's 8-point old style, and will keep it standing from year to year so that the work may be kept corrected up-to-date and published regularly with the least possible delay.

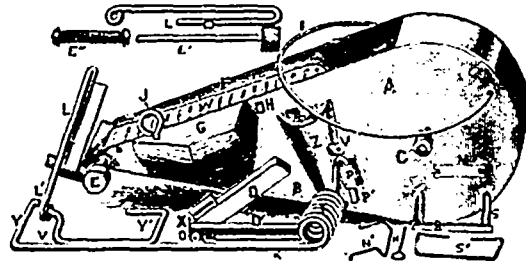
It was a task worthy of the enterprise of this thriving advertising agency to produce the first regular Canadian Newspaper Directory in 1892, which was a very creditable work, and we wish them all possible success with the second edition.

### ENGLISH CLOTH BLOTING.

English cloth blotting is a line of very fine blotting, embossed in imitation of canvas. It is carried in stock by Buntin, Gillies & Co., Hamilton, in four colors, of usual size, and 100 lb. weight, at 15c. per lb. flat, or can be cut to any size in convenient shape for printing.

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.

## R. Dick's Seventh Mailer.



OVER  
8,000 IN  
USE.

NO  
BETTER  
MAILER  
MADE.

Worth more to the printer than Klondike gold, is R. Dick's Seventh Mailer. A great time-saver—and time is money. With it experts have addressed from 6,000 to 8,000 papers in less than an hour. For information concerning Mailer, address

### R. DICK ESTATE

Price, \$20.25 without Royalty. 139 West Tupper St., BUFFALO, N. Y.

## Newspaper Printing

The MacLean Pub. Co.  
Limited  
Printing Department  
MONTREAL...  
AND TORONTO

All kinds of Newspaper Printing done with care, accuracy, and speed. An immense stock of fancy type. Fast machinery. Every facility for the printing and publishing of weekly, bi-weekly, or monthly journals.

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Estimates given on application to  
THE MANAGER

Printing Department  
The MacLean Publishing Co.  
Limited

## The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

W. H. SHAW, Esq., President.  
JOS. DOUST, Esq., Vice-President.  
J. ARTHUR McMERTRY, Sec.-Treas.

79, 80, 81, 82 Confederation  
Life Building . . . . .

TORONTO, ONT

General Patent Agents in procuring Home and Foreign Patents and all matters pertaining to Patents and Patent Causes, also the buying and selling of Patents, and the organizing and promoting of Joint Stock Companies. List of 500 inventions wanted and list of Canadian Patented inventions for sale, mailed to any address free, address

Toronto Patent Agency, Limited, - Toronto, Ont.

MR. JOHN BEATTY, OF THE MONTREAL WITNESS.

ONE of the picturesque figures in the history of Canadian printerdom is that of Mr. John Beatty, of The Montreal Witness. He has been to The Witness what Wellington was to the British army at Waterloo—the indispensable part of it. Without Mr. Beatty, the old friends of The Witness would scarcely know it. He was as the right hand of the founder of The Witness, the late John Dougall, was with him at the time The Weekly Witness was but a fragile plant, a few years after its launch upon the troubled seas of early Canadian journalism, saw it increase in circulation, influence and power until it passed the stages of the semi-weekly and tri-weekly and entered the realms of the daily newspaper, full of vigor as the then only half-penny or 1c. newspaper in Canada. It was very largely Mr. Beatty's energy and faithfulness to his duties that gave The Witness its early prosperity. There was opportunity, and, though it was before these days of telegraph, telephone and lightning artists' work, The Witness was up-to-date with portraits of leading men, wood cuts, that are really surprising as they show up in the files even at this day.

Mr. Beatty's watchful eye made The Daily Witness of 1860 as excellent a production as the weekly. It was the day of delight in the old one-cylinder Hoe press. The Columbia hand press, with its mounting eagle, had passed away. It was the days, too, when the wooden sidestick had uses other than locking up the form. The apprentices of those days found it as great a terror to evil-doers as the school-master's cane; and any journeyman considered himself quite as competent to use it as did the dominie. Mr. Beatty had other means of teaching his boys, and he spared the sidestick and used persuasion in most cases. His old boys are scattered over the world, many of them in positions of prominence as editors and proprietors of newspapers. They all remember their old foreman with kindest feelings, and are glad to call upon him when they come within the shadow of The Witness office.

Among the red-letter events of Mr. Beatty's career was the publication in New York of an edition of The Daily Witness. It was called The New York Daily Witness, and was a competing force in New York in 1870. A great deal of time and energy Mr. Beatty devoted to this branch of Mr. John Dougall's journalistic enterprise. His heart was in Montreal, however, and he came back to his first love, after seeing The Witness firmly established in New York, and has served it with undiminished vigor since. It was the day of small things, in 1860, when the daily first appeared. The magnificent plant and building of The Witness of this day, which is one of the sights of Montreal well worth seeing, is part of Mr. Beatty's life. It may well be considered, in great measure, his creation.

It was in 1853 that Mr. John Beatty came to Montreal from Enniskillen, Ireland, with the beautiful young wife that was loved by all who had the privilege of her acquaintance, and who

was to him inspiration and helper such as few men's good fortune give them. He had served his time in the office of his uncle, William Trimble, who published The Impartial Reporter and Farmers' Journal for Fermanagh, Cavan, Leitrim and South Tyrone, a newspaper that is still hearty and vigorous after 73 years of service.

Mr. Beatty devoted himself unreservedly to his business. He was found either at The Witness office or with his family. The printers of that day were such men as John Lovell, Rallo Campbell, Andrew Wilson, John C. Beckett, the Messrs. Starke, Daniel Rose, William Wilson, Salter and Ross, and a few others. Of these, Messrs. Salter, Stevenson and Ross are still to the fore; the two latter have long since retired. There was a printers' society in those days—not exactly a trades' union. It sometimes brought the printers together socially. Mr. Beatty was kindly hearted and many a printer remembers him in this manner. His great sorrow was in 1877, when the honored founder of The Witness was called to the reward of a busy life, to reap the fulness thereof. Prosperity followed his days of hard

work in his own family. His sons and daughters all proved a blessing to their parents, and the success of the father has been visited, with no stinted hand, upon them. There is no joy without its corresponding cup of sorrow. It was suddenly to come to Mr. Beatty, for, one morning, after leaving his happy home at St. Lamberts, a suburb which his influence had been great in uprearing, he was suddenly called to the bedside of his wife. He was sore stricken. It was with great sympathy—sincere sorrow—that his friends and old-time fellow printers followed him as they bore her to her last resting place in Mount Royal cemetery. Few thought he would ever be the same man again. Providence overrules all things, and Mr. Beatty, now in his 72nd year, would not be taken for so old a man. He is vigorous, hearty,



MR. JOHN BEATTY.

well set up, and his tall form is striking, even to those who do not know how much he has been to The Witness or how greatly he honors the craft as a disciple of Guttenberg, Faust and Calton. His many friends will reccho the sentiment, "Long life to him!"

J. H.

Ernest J. Chambers, of The Montreal Star, was married at Christ Church Cathedral, Wednesday, August 31, to Miss Bertha McMillan, daughter of the late Samuel McMillan, of Kingston. The wedding was a stylish and pretty one, and Mr. Chambers and his bride are followed by many good wishes from the ranks of newspaper workers. He was presented by his French and English confreres with an address and handsome testimonial. Mr. Chambers has been in active connection with The Montreal press since about 1879, having a large experience in municipal and local reporting, and possessing a great fund of information on military, political and other subjects. He was Star correspondent at the front during the rebellion, when his horse was shot under him, and he has done newspaper work of distinction during many years past.

# COVER PAPERS

We carry our standard line of Cover Papers in 15 colors and 4 weights to cover demy, and in 2 weights to cover royal. We have always on hand a full line of fine and novel covers, including

**DECKLE EDGE  
ANTIQUE FINISH  
HAND-MADE FINISH**

❖ ❖ See Our New WEDGEWOOD ❖ ❖

Prompt shipment and careful attention to LETTER ORDERS.

## CANADA PAPER CO.

Paper Makers and  
Envelope Manufacturers.

LIMITED

Toronto and Montreal.

### MONTH'S NEWS IN BRIEF.

**M**R. ROBERTSON, who has conducted The Harriston Tribune for more than a quarter of a century, has sold out to Mr. John A. Copland, late of The Toronto Globe. Before his departure for Harriston, Mr. Copland was presented, by his companions on The Globe, with a handsome oak, revolving office chair, and a beautifully engrossed and framed address. Foreman Allan S. Thompson read the address, which set forth, in feeling terms, the pain which all felt, "from the editor-in-chief to the devil," in parting with a confere who had been with The Globe for over fourteen years. Mr. Copland, replying, thanked them for their kind words, and said that he reciprocated sincerely every thought expressed in the address, and hoped that the parting would not be forever.

The Kamloops Standard is now issuing a semi-weekly.

The Listowel Banner has added a new press and type to its job department.

The Burk's Falls Arrow, published by Mr. Reid, is out in a new and improved form.

R. A. Latimer, formerly of The Campbellford Gazette, has purchased The Markham Sun.

Montreal has a new weekly legal journal entitled L'Echo des Tribunaux. It is published in French and English, and promises its readers a bright programme of professional intelligence of the twenty judicial districts of the Province, with

comments and personal notes that will interest the Quebec lawyers. The office is at 97 St. James street.

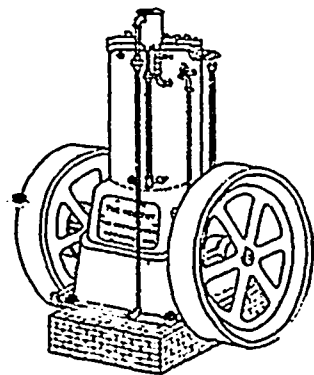
H. B. Donly, editor of The Simcoe Reformer, has gone to Vienna, Austria, as the C. W. A. representative to the world's bicycle meet.

Rev. A. C. Courtice has been reappointed editor of The Christian Guardian for another term of four years by the Methodist General Conference.

John T. James, proprietor of The Bridgeburg Review, was in Toronto last week. Mr. James, who is a merchant in his own town as well as a publisher, is turning out a readable, well-printed paper.

### NORWAY NEWSPAPERMEN.

Norway seems to be the land for journalists. The State there provides them with all kinds of special facilities. Lately, M. Loevland, the Minister of Public Works, accorded a fresh privilege to the press in the shape of two scholarships worth £56 each for journalists who wish to go abroad to study. The Minister has also decided that each of the one hundred and thirty Norwegian newspapers shall in future have a free ticket over all the State railways. The ticket can only be used for journeys connected with the affairs of the newspaper, and the Press Association is bound to see that this condition is observed.



"Built for Hard Work."

## Press Room Power.

The Northey Gas or Gasoline Engine is a smooth, easy running form of power—can be shut off instantly or set going again at full speed in less than a minute. These are practical advantages, of special value to printers. We have testimonials from newspaper men and printers who say that they are, and that they find our engine perfectly satisfactory in every respect.

The power can be regulated to the amount of work required—there is no waiting to get up steam—no fire—no heat—and it is absolutely safe in the hands of even the most inexperienced person.

Our Booklet tells all about it Write for it.

**Northey Mfg. Co., Limited,** 1007 King Street  
Subway **Toronto**

## BRITISH AND CANADIAN PRESS.

W. F. MACLEAN, M.P., ON THE CABLE SERVICE AND THE ABSENCE OF A BRITISH EXCHANGE LIST.

W. F. MACLEAN, M.P., of The Toronto World, has an admirable fashion of going straight to the point in discussing questions. That was a feature of his speech at the banquet in the National Club, Toronto, Sept. 15, to Hon. Wm. Mulock. The banquet was given by the British Empire League in recognition of Mr. Mulock's services in securing Imperial penny postage. In the course of his remarks, Mr. Maclean referred to the lesson which reduced postage had for men in his business, that of newspapers.

"He thought the time had come when newspapers, if they believed in the Imperial idea, ought to co-operate in some way so as to get a better cable news service as between the two countries. This was not a matter for state aid; it depended entirely upon the newspapers, and he hoped that at some early day there would be a movement inaugurated in this direction. There was another thing, however, that would go a long way towards building up the Imperial idea and furthering closer relations between the Mother Country and the colonies, and that was for the two Governments to provide for the free transmission of exchanges between newspapers and magazines of the two countries. At the present time, very few English papers were read by Canadian newspapermen and magazine writers. If a freer system of exchange were inaugurated between newspapers it would go a great way towards strengthening the Imperial idea. Penny postage would secure what the Postmaster-General contended it would secure: Freer exchange of ideas between individuals; but the free transmission of newspaper exchanges would give a much wider exchange of public policy, and this was a matter of the highest importance."

Even the Canadian publishers and editors who are not specially enamored of the Imperial idea can indorse this. The larger ideas, the more important world questions, the intensely interesting phases of European, particularly British, civilization, are all feebly and inadequately presented to Canadians by reason of the meagre communication now existing between Canadian and British newspaper offices. The change indicated by Mr. Maclean would eliminate much that is narrow, trivial, and erroneous from our newspapers.

### PRICE LIST OF STATIONERY, ETC.

Buntin, Gillies & Co., Hamilton, have in press their annual price list of wedding stationery, programmes, menu cards, invitations, etc. The new numbers in these lines are very fine. In wedding invitations, the tendency is for quieter designs, paper taking the place of cards to a large extent. The latest in note-paper is a large square sheet, which folds once in an oblong envelope of good dimensions. The advertising folders and greeting cards are more striking than usual; menus are larger and more elaborate; programmes, quiet and tastily decorated. Altogether, this line is well worth showing, and every printer should have in his office, from which to take orders, one of the handsome sample books supplied by this firm.

Katherine Blake Watkins ("Kit" of The Toronto Mail and Empire) was married at Washington last month to Dr. Theo. Coleman, son of the late Dr. Coleman, of Seaforth, Ont.



4 Colors

19 x 24, 100-lb.  
15 cents per lb.

The leading lines in BRISTOL BOARD

# Dundee

A Medium Grade. In all weights of white.

# Burnside

A Fine Grade. In all weights of white and 10 colors (120-lb. only.)

Our New Sample Books containing  
Latest Designs in

WEDDING STATIONERY  
MENUS  
PROGRAMMES  
FOLDERS, Etc.

NOW READY

Buntin, Gillies  
& Co.

Hamilton

Agents for—  
Morgan Envelope Co.

Whose commercial sizes (No. 7 and No. 8) are large enough to contain the same numbers of other makes (and are no more expensive).

# Paper and Pulp News.

DEVOTED TO THE INTERESTS OF CANADIAN PULP AND PAPER MAKING.

MONTREAL AND TORONTO, SEPTEMBER, 1898.

## CHEMISTRY IN THE PAPER MILL.



PAPERMAKERS are constantly meeting with disappointments and loss, owing to the adulteration of materials which they use in the process of manufacture. With many substances, like aniline dyes, mineral coloring matters and pigments, lubricating oils, sulphuric acid, and others, there is so much room and opportunity for adulteration to counterbalance a drop in price. And this adulteration can be effected in such a manner that, when the price is taken into consideration, it can hardly be said that the quality is always inferior, in respect of the work produced from a known weight. This is more particularly true of substances in which there is a keen competition for trade. The detection of added substances or of actual impurities is not an easy matter for any but a trained chemist, and although in some cases various tests are fairly reliable, yet these can only be trusted when the substances treated behave or react exactly as described. When the reaction differs slightly from that expected, the conclusions to be drawn therefrom need the special care which only an expert can give. At the same time, certain simple tests may be used in trying raw materials, and then the papermaker will be able to judge whether a complete analysis is advisable.

If, for example, some burnt lime is tested for carbonate of lime, and this is shown to be present, then, if desirable, the percentage of chalk can be determined by an analytical chemist. If some 60 per cent. caustic soda shows a large proportion of common salt by a test which can easily be applied by the papermaker, then the test is of service in enabling him to decide as to the necessity of further analysis.

The "strength" of papermakers' chemicals, to use a well-known and familiar phrase, differs very largely. Thus, caustic soda and soda ash are often reduced in strength or alkalinity by the addition of common salt, simply to meet the demand for various grades. This is not adulteration as commonly understood.

Some of the simpler tests which can be applied to various papermakers' chemicals may here be described:

### BURNT LIME.

Sand and grit may be detected by dissolving the lime in dilute hydrochloric acid. Any insoluble residue consists of sand, stones and dirt, which ought not to be present in quan-

tity. Effervescence, on the addition of acid, also reveals the existence of chalk, proving that the lime was improperly or incompletely burned.

### CAUSTIC SODA.

Chlorides may be detected by dissolving a small quantity of soda in water, acidifying with nitric acid, and then adding a few drops of silver nitrate solution. Turbidity indicates traces only, while any decided precipitate denotes larger quantities.

Sulphates are determined by the formation of a white granular precipitate, when a solution of barium chloride is added to a solution of the soda which has been previously neutralized with an excess of hydrochloric acid.

### ALUM CAKE.

Free acid may be detected by means of congo-red test papers, litmus being useless for the purpose. The red color of the papers is changed to blue by merest traces of acid.

Iron salts are undesirable impurities in alum. A few drops of rhodanammion solution will give a pale red or deep red coloration, when added to a solution of the alum, according to the proportion of iron salts present.

### STARCH.

Added mineral substances may be detected by igniting a weighed quantity of starch and finding the weight of residue, which, with pure starch, should not exceed 1 per cent.

Chalk, if present, will reveal itself by the effervescence produced when a few drops of dilute hydrochloric acid are poured upon the starch.

### CHINA CLAY.

Chalk is determined by effervescence produced by the addition of hydrochloric acid to a sample of the clay.

Iron salts, if present, are colorless ferrous salts. If a small quantity of the suspected clay be moistened with a few drops of hydrochloric acid, and some potassium ferrocyanide be added, a bluish coloration, more or less distinct, will be produced.

### BLEACHING POWDER.

Dirt, metallic particles, etc., can be detected by a careful inspection of an average sample.

Compounds of lime, other than the chloride of lime, cannot be considered as hurtful ingredients, provided the percentage of available chlorine is up to the agreed strength.

### ANILINE DYES.

Added mineral substances may be detected by igniting a small quantity of dye. Any expressive residue will point to the presence of adulterants. Since these dyes are soluble in alcohol, they can also be tested for these impurities by treatment with



alcohol and filtration. The precise nature of the dye itself can only be judged by elaborate chemical tests.

#### MINERAL PIGMENTS.

If adulterated they may contain chalk, sulphate of lime, china clay, excessive moisture, and other substances, usually put in to cheapen the article.

A complete list of pigments, together with tests for ascertaining the presence of suspected compounds, would require more space than can be spared in this chapter.

#### LUBRICATING OILS.

An admixture of animal, vegetable, and mineral oils may be detected by gently warming a sample of the oil with caustic soda. No effect is produced with pure mineral oils. If animal or vegetable oils are present, saponification takes place, i.e., the formation of an oil soap, which can easily be seen. The purity of mineral oils, or their suitability for lubricating, is generally measured by such properties as the flash point, viscosity, specific gravity, and so on.

#### WATER.

Lime salts may be found by adding a few drops of ammonium chloride and ammonia, then following by some ammonium oxalate solution, when a white precipitate is produced.

Sulphates are detected by a white precipitation produced by the addition of barium chloride solution to a quantity of the water acidified with hydrochloric acid.

Organic Matter.—If the water be slightly acidified with sulphuric acid and a few drops of a solution of permanganate of potash be added, the color of the water will change from pink to brown, more or less quickly, according to the amount of organic matter present.

#### THE BRITISH MARKETS.

LONDON, AUG. 24.—The mechanical market is absolutely stagnant at present, and both buyers and sellers are occupying themselves watching each other. Scandinavian makers have modified their views of prices somewhat, but not far enough to meet the buyers' views, and, consequently, nothing is being done or likely to be done till later in the year. We cannot hear of any sales for next year by manufacturers yet.

Sulphite remains fairly firm, but little business is being done. Sellers are not anxious to sell, as there is really not a large quantity left for this year. For next year, considerable business has been done at an average reduction of 10s. as against this year's prices. The enormously increased out-turn of the new mills, estimated in the beginning of the year at 65,000 tons, has now dwindled down to about 20,000 tons, as many of the projected schemes have come to naught, and others have not been built on such a large scale as was at first intended. We therefore do not see how the market is to drop, as some papermakers think it will, to £7 per ton.

Soda remains firm at last prices.

#### CURRENT NET PRICES, C.I.F.

	£	s.	d.	£	s.	d.
Sulphate and soda, bleached, per ton	10	0	0	12	10	0
"    unbleached, first	8	0	0	8	10	0
"    "    second	7	15	0	8	0	0
Sulphite, bleached,	11	10	0	15	0	0
"    unbleached, first	8	5	0	10	7	6
"    "    second	8	0	0	8	2	6
Pine, dry, in sheets	4	2	6	4	10	0
"    50 per cent. air dry	2	0	0	2	2	6
"    extra fine	2	2	6	2	7	6
Brown, dry	4	2	6	4	7	6
"    50 per cent. air dry	2	2	6	2	5	0
Aspen, dry	6	10	0	7	10	0

#### THE SITUATION.

M. R. WARNER MILLER, of New York, recently appeared before the International Commission, at Quebec, on behalf of the paper manufacturers of the United States, to protest against any change in the paper and pulp duties. In an interview, afterwards, he presented the views of his fellow papermen as follows:

"The present position of affairs on our side is quite satisfactory to both producer and consumer. Pulp wood, for paper-making, comes in duty free; the duty on pulp is 10 per cent., while on paper it is 15 per cent. These duties are far lower than the average revenue duty, and are merely intended to offset any advantage that cheaper labor on the Canadian side would give in making paper for the American market. Even with the duty thrown off, it would be a long while before the Canadian mills could compete, as our machinery is on a much larger scale. They would, of course, have the advantage of an inexhaustible supply of spruce at their doors. The advantage of the retention of the duty is that it makes the position of our papermakers in the United States secure, and enables them to safely invest in the best machinery. Paper is cheap enough now, in all conscience. When we began to use wood pulp instead of rags, paper was 16c. per lb., and now the newspapers get it for about 2c. The New York World, as you say, issued an appeal for cheaper paper some time ago, but, if anyone can supply it cheaper than they are now getting it, the business is open to him. Looking at the situation as a whole, the paper manufacturers decided to make a strong protest against interference with the duties of the United States, which are to-day far lower than those of Canada."

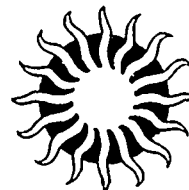
The Toronto Globe, in a leading article, dealing with the question of the reimposition of postage on newspapers, suggests that, as free transmission of papers was originally given as a measure of compensation for the high tax upon printing presses and other newspaper supplies, with the abolition of free postage should come a corresponding reduction in taxation, and urges the reduction of the duty on news print, as the raw material of the newspaper. The Globe asks: "Why should we have this special discrimination? Why, in view of the abundance of raw material for papermaking, in Canada, should paper be 20 or 25 per cent. dearer in this country than in the United States?" and adds: "It seems to us that the position of the newspaper industry, under the legislation of the last session, calls for the serious consideration of the press and the Government, and that there should be a united movement to have removed the unjust discrimination which now obtains against one particular industry and the capital and labor employed in its prosecution."

The pulp and papermen of Canada, it is quite apparent, need to be up and doing. As The Paper Makers' Association of Great Britain has been of great practical value to the trade there, why could not equally beneficial, if not still greater results be obtained by the formation of an active association of the paper manufacturers of Canada? They are not so many that they could not be brought together and the advantages of organization in the early days of the industry, will probably produce more far-reaching results than later on. The multiplication of pulp mills in the Dominion during the past few years, and the necessity of bringing pressure to bear in order

# E. B. EDDY'S

PAPER

AND



PAPER BAGS

We sell the most Paper and Paper Bags of any mill in Canada.  
The inference is that ours are the **BEST**.

We are putting in a large new paper machine which will increase our daily capacity by twenty-two or so tons, and shall be glad to receive enquiries for News, Print, and all kinds of Paper and Paper Bags.

Our facilities are unsurpassed.

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HALIFAX,

ST. JOHN'S, N.F.D.

that the importance of the industry may not be lost sight of, and that its interests may not be sacrificed in promoting that of any other industries which depend upon the forest wealth for raw material, also suggest that an association of pulp manufacturers might not be without its advantages at this juncture.

#### BRITISH IMPORTS AND EXPORTS.

FROM the Board of Trade returns for the seven months ending July 31, it appears that Britain's imports of paper and boards steadily increase and its exports continue to decline. The total of the former amounted to 2,849,251 cwts., valued at £2,040,140, as compared with 2,700,828 cwts., valued at £1,955,564 in the corresponding period of 1897, and 2,303,143 cwts., valued at £1,818,990, in 1896. The imports of raw materials were 351,658 tons, valued at £1,600,882 to date in 1898, as compared with 355,777 tons, valued at £1,736,775, in 1897, and 316,021 tons, valued at £1,559,110, in 1896. The record of exports shows a steady decline in the export of paper of British manufacture from £946,434 in 1896 and £913,297 in 1897 to £868,685 in 1898, or £60,000 in round figures in two years. The exports of foreign-made paper remain about stationary, and in neither of the three years quoted has it reached £50,000 during the first seven months which these figures cover. Details for the month of July show that imported paper, to the value of £209,320, and printed paper, to the value of £24,115 were imported, together with £63,422 worth of straw, mill and wood pulp boards, making a total of £297,057. From Norway, chemical wood pulp, to the value of £42,387, and mechanical wood pulp, valued at £27,394, and from other countries chemical and mechanical, to the value of £47,297 and £33,194 respectively, were imported, giving a total value of £150,272. The imports of esparto and other vegetable fibres dropped from £60,707 in July, 1897, to £29,593 in July, 1898, and of linen and cotton rags from £18,316 in July, last year, to £16,958 in July of the present year. The exports of British manufactured writing or printing paper and envelopes, during the month, amounted to £73,840, of which Canada received £2,644 and the United States £1,217.

#### A SAFE MARKET.

THE returns of British imports and exports of paper and paper-making materials afford abundant food for reflection by the people of the Dominion, and for encouragement to the Canadian paper and pulp men. A market which imports paper to the value of £2,040,140 and raw material to the extent of £1,600,882, in seven months, is a customer which it is worth much to any country to cultivate and to retain after being once secured. From the returns quoted in another column, it appears that of an export of £73,840 of writing or paper and envelopes, during July, only £2,644 came to Canada, whilst, on the other hand, during the same month, Britain imported mechanical and chemical wood pulp to the extent of £80,491 from "other countries" than Norway. Formerly, all imports of this class of raw material were bulked together, but this year, the Board of Trade has divided it into two classes, "Norway," which includes the Scandinavian Provinces, and "other countries," which practically represents Canada and the United States. It is interesting to note that the imports

of wood pulp from "other countries" are steadily increasing, in about the same proportion as the Norwegian products have declined. This proves that the Canadian article is steadily finding favor in the British market, which is capacious enough to absorb all the pulp we have to spare for some years to come. It is in the manufactured article of paper, however, that there appears to be a splendid market for Canadian goods. Britain requires about \$17,500,000 worth of paper every year, of which a little more than one half is now supplied by Sweden, Germany, Holland and Belgium, the remainder coming from "other countries". If Canadian pulp, the raw material from which a large portion of the paper is made, can make any headway against the Scandinavian article in the British market, there certainly appears to be an excellent opportunity for those Canadian mills which are equipped with the latest and best machinery to compete profitably and successfully with the product of the Scandinavian paper mills in the same market which now gives the preference to Canadian raw material. There ought not to be any difficulty respecting the quality of the finished article, as Canadian genius and Canadian workmanship, founded upon and guided by intelligence, have hitherto proved fully equal to solve the various problems that have presented themselves in any other walk of life, and will not be found lacking in the paper mill. It appears as though those mills which are being equipped for an export trade will find a profitable and large market awaiting their output.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, MONTREAL.

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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.

Paid Aug 12<sup>th</sup> 98

Dear Sir: The Engravings came safely to hand yesterday morning in splendid condition. Please accept our thanks for your promptness in filling the order also for the satisfaction your work has given us. We are well pleased. I expressed this 30<sup>th</sup> yesterday afternoon and you will have it by the time this reaches you. Please take good care of the photo and cut. Best called for again. Thanking you  
Yours sincerely,  
O. Wilson

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A Second-Hand Press is not a Bargain to the purchaser, if it is not in condition to do satisfactory work. No matter how cheap it is bought, it becomes a costly adjunct to the business, unless it is capable of performing the right kind of service. Try he ever so hard, it is not every machinist who can put a Printing Press in first-class order. It requires men who understand thoroughly the requirements of the printing business, who have been trained in this particular class of work, and who are conversant with the importance of accurate fitting and close adjustments.

## A Few Words About Ourselves.

We make a specialty of buying and selling Second-Hand Printers' Machinery. We have a machine shop filled with appliances adapted for doing this kind of work. We employ none but the best skilled mechanics, who have had a life long training in overhauling and rebuilding Printing Presses. We are able to give a guarantee with every machine we sell, and we never ask a price for a machine, not consistent with its proper value.

## A Few Words About Prices.

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all complete, ready for work, a good Job Press for Seventy-five Dollars, or a reliable Cylinder Press for Five Hundred Dollars. Write when you need any kind of machinery for the Press Room or Bindery.

### Drum Cylinders.

#### Babcock

Two roller; bed 33 x 51; air springs; tapeless delivery; R. and C. distribution. Price, \$1,000. At Montreal branch.

#### Campbell Country

Bed 32 x 49½; wire springs; splendid condition. Price \$800.

#### Campbell

Complete cylinder; table distribution; tape delivery; bed will print 6-col. folio sheet; will run by hand or steam. Price \$450. This is a snap.

#### Cottrell & Babcock

25 x 35; two rollers; tape delivery. \$550.

#### Cranston Drum Pony

Bed 21 x 28; tapeless delivery; splendid order. Price \$700.

#### Hoe

Bed 31 x 43; prints 8 column folio. \$650.

#### Hoe

32 x 47; tape delivery; rack and cam distribution. Price \$650.

#### Potter

Bed 32 x 50; rack and cam distribution, tape delivery. Price \$750.

#### Potter

Bed 31 x 45; tape delivery; table distribution. Price \$700.

#### Potter, Extra Heavy

Two rollers; bed 29 x 42; tape delivery; will print double royal sheet. In splendid condition. Price \$800.

#### Potter

Four roller; size of bed 36½ x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7-column quarto. Good as new. Price \$1,200.

#### Scott Job and News

Two rollers; bed 33 x 51; rack and cam and table distribution; tapeless delivery; air springs. Good order. Price \$1,200.

#### Taylor

Will print 5-column quarto sheet, table distribution, tape delivery. Price \$550.

### Two Revolution Cylinders.

#### Kidder 4-Roller Pony Press

Late build; splendid machine; will run 3,000 per hour; bed 20 x 26; matter covered 19 x 24. \$900. At Montreal branch.

#### No. 9 Cottrell

Box frame, up to-date, 4 roller, two-revolution press; table distribution; tapeless delivery; trip, and all latest improvements; will do the finest kind of book work or half-tone work; size bed 43 x 56. Price \$2,000. This is a great snap.

#### Cottrell

Two roller; bed 42 x 60; tapeless delivery; air springs; rack and cam distribution; splendid condition; speed 2,000 per hour. \$1,000.

#### Campbell

Four roller; bed 37 x 52; tapeless delivery; very good condition. Price \$1,500.

#### Campbell

Two roller; bed 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order. Price \$1,600.

#### Campbell

Bed 41 x 56. Table distribution. Two form rollers. Price \$1,700.

#### Campbell

41 x 56; table distribution; four rollers. \$1,900.

#### Potter

Four roller, two revolution press; bed 32 x 46; table distribution; tapeless delivery; air springs; splendid machine. Price \$1,600. This press is a snap.

### Folding Machines.

**One 8-column Quarto Brown Newspaper Folding Machine.**  
Splendid order. \$400

**7-Column Quarto Brown Newspaper Folding Machine.**  
Good as new. \$350.

### Hand Presses and Paper Cutters.

**Washington Press.** 7 column. \$150.

**One 8-column Washington Hand Press.** \$180.

**One 6-column Quarto, Washington Hand Press.** \$200.

**One 16-inch Miller & Richard Lever Cutter.** Good condition. \$45.00.

**One 30-inch Sheridan Power Cutter.** Price \$100.

**One 30-inch Sanborn Power Cutter**  
Price \$200.

**Now Cutters.** Price \$15 each.

**One 33-inch Hughes & Kimber Power Cutter.**

Very powerful machine. Price \$200.

**Card Cutter.** 27-inch. \$25.

### Job Presses.

**Old Style Gordon, 7 x 11.** \$75.

**Old Style Gordon, 10 x 15.** \$135

**Old Style Gordon, 13 x 19.** \$200

**Two 10 x 15 Improved Gordon Presses,** with throw-off. \$175

**One 13 x 19 ditto,** with throw-off. \$225.

**Hoe Ticket and Numbering Press**  
Price \$200.

### Wharfdales.

#### Royal Payne

Bed 30 x 30; patent fly; good press. \$500.

#### Payne

Bed 36 x 46; four roller; patent flyers. \$850.

#### Payne Wharfdale

Good as new; bed 37 x 50; four rollers; patent fly; extra distribution; double gears; thin fountain blade—a very fine press—\$950.

#### Dawson

Two-color press; prints 28 x 42 paper; excellent machine for posters, bags, etc., in two colors. Price on application.

#### Miller & Richard Quad Royal

Bed 55 x 49; prints 8-column quarto; fine press. Price \$1,000.

### Lithographic Presses, Etc.

#### Campbell Litho. Cylinder Press

Will take stone 35 x 49, this press is in splendid order. Price upon application.

**One Double Crown Furnival Litho. Cylinder Press**

In very fair order. \$550.

**One Steam Copper Plate Press**

This machine is new. \$125.

**One Royle Router**

Almost new; style No. 2. \$150.

**One Royle Router, Radial Arm**

Almost new. \$225.

### Miscellaneous.

**Seven Horse Power "Reliance" Electric Motor,** Price \$150.

**Eagle Card Cutter.** Price \$10.

**Sterling Perforator.** Price \$30.

**Hand Embossing Press**

Takes 5 x 7 inches. Price \$50.

**Hooie Paging Machine**

5 wheel. Price \$75.

**Hickok Head Compressor.** \$75.

**Clamp Pad Press.** Price \$5.

**15-inch Job Backer.** Price \$30.

**Two Seal Stampers**

**Hickok Power Book Sawing Machine**  
Price \$100.

**Thompson Power Wire Stitcher**

½ inch. Price \$75.

**Kerr Water Motor.** No. 3. \$65.

**Semple Book Trimmer.** \$90.

**Paper Jogger.** 30 x 44. \$15.

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