

Technical and Bibliographic Notes / Notes techniques et bibliographiques

The Institute has attempted to obtain the best original copy available for filming. Features of this copy which may be bibliographically unique, which may alter any of the images in the reproduction, or which may significantly change the usual method of filming, are checked below.

L'Institut a microfilmé le meilleur exemplaire qu'il lui a été possible de se procurer. Les détails de cet exemplaire qui sont peut-être uniques du point de vue bibliographique, qui peuvent modifier une image reproduite, ou qui peuvent exiger une modification dans la méthode normale de filmage sont indiqués ci-dessous.

- Coloured covers/
Couverture de couleur
- Covers damaged/
Couverture endommagée
- Covers restored and/or laminated/
Couverture restaurée et/ou pelliculée
- Cover title missing/
Le titre de couverture manque
- Coloured maps/
Cartes géographiques en couleur
- Coloured ink (i.e. other than blue or black)/
Encre de couleur (i.e. autre que bleue ou noire)
- Coloured plates and/or illustrations/
Planches et/ou illustrations en couleur
- Bound with other material/
Relié avec d'autres documents
- Tight binding may cause shadows or distortion along interior margin/
La reliure serrée peut causer de l'ombre ou de la distorsion le long de la marge intérieure
- Blank leaves added during restoration may appear within the text. Whenever possible, these have been omitted from filming/
Il se peut que certaines pages blanches ajoutées lors d'une restauration apparaissent dans le texte, mais, lorsque cela était possible, ces pages n'ont pas été filmées.
- Additional comments:
Commentaires supplémentaires:

- Coloured pages/
Pages de couleur
- Pages damaged/
Pages endommagées
- Pages restored and/or laminated/
Pages restaurées et/ou pelliculées
- Pages discoloured, stained or foxed/
Pages décolorées, tachetées ou piquées
- Pages detached/
Pages détachées
- Showthrough/
Transparence
- Quality of print varies/
Qualité inégale de l'impression
- Continuous pagination/
Pagination continue
- Includes index(es)/
Comprend un (des) index
- Title on header taken from:
Le titre de l'en-tête provient:
- Title page of issue/
Page de titre de la livraison
- Caption of issue/
Titre de départ de la livraison
- Masthead/
Générique (périodiques) de la livraison

This item is filmed at the reduction ratio checked below/
Ce document est filmé au taux de réduction indiqué ci-dessous.

10X	12X	14X	16X	18X	20X	22X	24X	26X	28X	30X	32X
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

THE CANADIAN PRINTER PUBLISHER

Vol. IX.—No. 4.

TORONTO, APRIL, 1900.

\$2.00 PER YEAR.

The Only Gatling Roller Plant .. IN CANADA



"PERFECT" ROLLERS

are absolutely free from Pin Holes or Flaws of any description.

"PERFECT" ROLLERS

possess a surface like Plate Glass and are faultless in form.

"PERFECT" ROLLERS

are cast and can be delivered in very much less time than by existing methods; they produce the highest quality of work and are most economical in use.

SEND YOUR ROLLER CORES TO US AND WE WILL CAST YOU. . .

"PERFECT" ROLLERS in our celebrated REMELTO COMPOSITION.

TORONTO TYPE FOUNDRY CO., LIMITED

70 YORK STREET : TORONTO.

WARWICK BROTHERS *and* RUTTER

WHOLESALE STATIONERS, BOOK and COMMERCIAL

PRINTERS, BOOKBINDERS and BLANK-BOOK MAKERS

68 *and* 70 FRONT STREET WEST, *TORONTO, CANADA*

Toronto, April 21st, 1900.

To the Printers of Canada:

Gentlemen,--

We have made a specialty of Bookmaking during more than 30 years of our half-century of business life, and have now one of the most complete and up-to-date factories in Canada for the binding of all kinds of Letterpress Books, Catalogues and Pamphlets.

Ours are among the most modern and artistic-looking books produced in Canada, and Blank Books made by us are guaranteed.

We are essentially book manufacturers and are prepared to undertake work of this description for the printers throughout Canada. We can help you to take complete contracts for any kind of books. Your customers will appreciate this, as the binding is an important feature of many contracts.

We are always glad to furnish suggestions as to style and arrangement, and to submit quotations.

Trusting for the favor of your kind enquiries,

We are,

Yours truly,

Warwick Bros. & Rutter

Printer AND Publisher.

VOL. IX—No. 4.

TORONTO, APRIL, 1900.

\$2.00 PER YEAR

Increasing Profits Under Heavier Expenses.

A SYMPOSIUM OF VIEWS BY LIVE PUBLISHERS.

THE STRATFORD HERALD issued at the end of last month a well-worded and business-like circular addressed to its advertising patrons. The circular outlined the present situation as to cost of publication, etc., which newspapers have to face, and intimated that with the first of April a new schedule of charges for advertising space would come into force. A copy of this circular reached PRINTER AND PUBLISHER, and seemed to be so well adapted to the present situation, as it affects all publishers, both daily and weekly, that an inquiry was made of several others, whose views will be found below. Mr. W. S. Dingman, on being informed that his stand on advertising rates was that of other enterprising publishers, wrote to PRINTER AND PUBLISHER as follows :

MR. W. S. DINGMAN'S VIEWS.

"I will be very glad if the incidental forwarding to you of our circular and new advertising schedule has the effect of producing some discussion and a stiffening of rates where they are now too low. By way of explanation, I may state that before preparing our new rates, etc., I wrote to some dozen or more publishers in cities of similar size to Stratford, and found that our rates had been under the average, thus furnishing an additional justification for an increase. My contemporary, The Beacon, studied up the question with us, and in consequence has issued a new rate card, the terms of which are identical with ours. We are both starting de novo, as it were, with our advertisers, the only exceptions being cases of unexpired written contracts.

"For the encouragement of other publishers, I may say the response has been very satisfactory. A few firms have slightly curtailed their spaces, but in the majority of such cases the yearly account will be increased under the new rates, even for slightly reduced spaces. We expect to lose no advertising permanently worth speaking of, though one firm has gone out temporarily, no doubt hoping to see us

cave, but in which we are not likely to oblige them. The largest advertisers are the most reasonable, and their treatment of us has increased our esteem towards them. The only regret we have is that we didn't do it before. We believe the papers are winning more respect from the advertisers, from their display of self-confidence in the values they are giving. Within reasonable limits, the man who gives a good article and is not afraid to charge a proper price for it, and insists on getting it, is not likely to suffer ; but the fellow who lacks confidence in his goods, apologetically pleads for business, and gets instantly nervous when rates are mentioned, is the one whose charges will be crooked as a snake fence, and who will be rated down by his customers. I cheerfully admit my backbone is stiffer than it was before, on account of the stimulating experience just gained. Perhaps others would be the better of a similar tonic.

"Another subject I would like to see ventilated in PRINTER AND PUBLISHER, and which I tried to get on the programme at the recent Press Association meeting, is that of the cost of space. It is very apropos in this connection. I do not claim to have clear ideas on the subject, which is one reason I would like to hear from others. There are, not improbably, publishers who are doing advertising under cost without knowing it. Of course, they ought to know it ; if they did, they would stop it. What, then, is the proper formula to reveal in each case the real cost of space? How would this do :

"Add together the annual cost in wages and salaries, including allowance for proprietor, but excluding job department and its share of cost of office staff, based approximately on proportion of job to other business ; also general expense account, including cost of white news, press-room maintenance, machinery and type depreciation, wear and tear, paper's share of rent, taxes, etc.—in short, all it costs to

produce the paper itself, irrespective of job, binding or other departments of revenue.

"From that total, subtract all newspaper revenues other than advertising. Where daily and weekly are published, the proportion of, say, three-fifths will be charged against the daily and two-fifths against the weekly, though these proportions will necessarily vary in different offices. Indeed, these proportions are put in chiefly for illustration. In, perhaps, the majority of cases, the proportion would be nearer two-thirds and one-third, respectively.

"Divide the sum remaining against daily by average number of columns devoted to advertising through the year, and you have the cost rate of advertising in daily, and similarly in weekly.

"I should be glad to hear from other publishers as to what modifications or changes they would make in this formula to insure a closer approximation to the real cost of space. This seems to me to be one of the details publishers ought to study closely. I wish to be understood as introducing this subject in a spirit of modesty. With best regards to *PRINTER AND PUBLISHER* and its editor, I remain, faithfully yours,

"W. S. DINGMAN."

THE QUESTION OF CIRCULATION.

By Edward J. B. Pense, *The Whig*, Kingston.

PRINTER AND PUBLISHER asks for opinions upon the newspaper situation, in view of the increased cost of production and of the imposition of postal rates prepayable by publishers. There can be no question but the \$3 daily in small cities is a doubtful venture. It has increased some circulations considerably and enabled them to lead the procession, as far as their local contemporaries are concerned. But there are other instances where the same lead has been attained by maintaining the \$5 rate and keeping up the quality. The competition on the daily from the big city at \$1 a year is dying out. At the first rush it seemed to be a bonanza to the reader, but quality of matter tells in the long run, not quantity, and a local paper at a fair price reestablishes itself gradually and permanently. The increased cost of paper makes it all the more necessary that the subscription should be brought back to a fair and reasonable rate, so that circulation shall be profitable in itself.

Advertising rates in Canada have not, on the average, been maintained at a reasonable or fair point. Casual orders from United States advertising agents, where time is not given to consult tariffs and to make experimental offers, are given in much higher proportion than current Canadian orders, showing that in the large and well exploited advertising field of the United States, where the dead level would be expected to be reached, prices are better than in Canadian offices. It is easy in some cases for papers to strike out alone, like *The Stratford Herald* has done, and increase its rates, because these papers command their constituencies, but it will not be easy for most of the papers to increase their rates, without an understanding with their fellow publishers. But this is not such a hard proposition if the approach is made in the right spirit. Already it is being accomplished at Ottawa satisfactorily. The example

should be followed in Western cities, because their rates are lower in proportion than those in cities in Eastern Ontario and in Quebec.

Of course, people will say that newspapers when running down combines should not themselves enter into or counsel advertising agreements, but there is a vast difference between papermakers who bind men down by a bond and make them declare by affidavit that they have not broken their bond in any way, and the making of an agreement by publishers as to fair rates and placing themselves on honor as to carrying it out. If it is sometimes necessary to fight the devil with fire, there can be no impropriety in newspaper publishers holding together against paper manufacturers, who declare to publishers that they must buy at a certain mill and may apply to others in vain to place an order. Such men would not be restrained in charging double instead of one-third more if they saw their way clear to hold together. One place will strengthen another in a movement for fair prices. Asperities are dying out and a better feeling exists between business departments.

The people do not want cheap papers at the cost of efficiency. When two city papers recently were reduced to one cent each the people were unanimous in asking the third paper not to reduce, but to remain at two cents and keep up the quality. The result is that that paper is able to maintain its two cent rate, to nearly double its former circulation and to keep its advertising on a uniform basis, giving discount or preference to nobody. A paper can cheapen itself in public estimation and some of the \$3 dailies have done so. People expect cheap advertising from a cheap paper. Publishers do not put their earnings in a stocking, as a rule, and better rates will mean better papers, greater credit to the craft and fuller satisfaction to the people.

PUT THINGS ON A PAYING BASIS.

By F. H. Dobbin, *The Review*, Peterborough.

I am quite sure that the rising prices in materials, prospective advances in cost of labor, postage and other increased expenses will compel publishers to advance the subscription rates of their papers. It may take some little time to do so, but it must come.

Taking the figures roughly I find that the cost of printing a paper, say a weekly, and of circulating it, will be increased by about 18 per cent. in the items of paper and postage. As most subscriptions are fixed at \$1 per year, lopping 18 per cent. off the face value of the subscription list is a pretty serious reduction. The worst of it is that the increased tax is one a fellow cannot crawl out of. It is bound to stick.

When postage was taken off and when paper dropped in price, publishers merrily brought down subscription rates to the general one of \$1 per year for a weekly. Many daily papers were reduced in price. The advent of the bar casting machines provoked, in many offices where they were used, a lavish quantity of matter. This necessitated a larger paper. The money-saving value of the machines was lost sight of. Several publishers have told me they are

no better off than before, even at the reduced cost of composition. It's their own fault.

It is only right that prices should advance. Each locality must determine for itself if it be judicious. Rates for advertising will stand some general stiffening up. It will cause friction. It will mean that the merchant with a 200 line space will cut it down to 100 lines. A smaller paper may be printed, and the mechanical cost of getting it out reduced.

The advertiser should not bear the brunt of the whole advance; the subscriber should stand his share. But as long as the big city dailies, with a political piston to give them a shove, continue to serve a paper every day for \$1 a year, and a 24-page weekly for the same price the rural publisher has not much chance. His only salvation is to make his paper thoroughly local and locally interesting. The world's news will come in ampler and in better shape.

No doubt subscribers will drop off when prices are advanced. And this brings up the suggestion that if an advance be made at all let it be a substantial one. Not of a \$1 paper to \$1.25, but to \$1.50. Then there will be a margin for a lessened list.

If advertising rates are to be advanced there is a fine field to work on in the territory of the foreign advertiser. If there were fewer of him there would be better results. If 50 patent pills are rolling for a market, there are 50 sets of expenses to keep up, and only one chance out of 50 that the ailing customer may buy the right pill. The expense of manufacturing and advertising an unsuccessful medicine is just as large as a successful one, while it lasts. Hence the clamor for reduced rates. The competition of the agencies is a factor. Each tries to outbid the others, and urges lower rates that it may outbid.

It seems to me that the present need of publishers is to gain a fair return for what they are now doing rather than advanced rates for what they propose to do.

It might be practicable for one publisher, in a locality where there may be two or more, to announce an advance and to stick to it even if his competitors should not do so, but I am sure it would be very much better that all should join in the advance and insist on better prices.

MORE PROFITS UNDER INCREASED EXPENSES

By Geo. W. Surbev, The Expositor, Brantford.

The problem how to secure "more profits under increased expenses," is one which the publishers and managers of newspapers are finding rather difficult to solve at the present time. In this article I propose treating the subject as it applies more particularly to the business of The Expositor.

For the publisher, there are two main ways of increasing profits, one by increasing price of subscriptions and the other, by increasing advertising rates. Both may be adopted, out in the case of The Expositor I see but one way to gain the end toward which we are all striving, viz., to increase circulation and, having done that, to increase advertising rates. To advance subscription rates means a smaller circulation as a result, and a poorer advertising medium. Unless a publisher is getting a much lower rate than he

should command, he would have a very poor chance of enforcing an advanced advertising rate in the face of a constantly decreasing circulation.

It has always been the rule of The Expositor to advance advertising rates just in proportion as the circulation increased, at all times demonstrating to our patrons by means of circulars the exact increase month by month. By keeping our clients closely informed in this way, regarding our steadily-increasing circulation, they, as a consequence, recognize the value of our medium and have always been prepared to grant a legitimate advance when the time came.

The Expositor has also found that it does not pay to have more than one rate, but that it does pay to establish a fair rate and never under any pressure to vary it. With any kind of a rate you are always in trouble, while with only one rate you are sure to enjoy the confidence and good will of your clients. Further, the one rate paper is a prime favorite with the advertising agencies, and it is invariably the case that the newspapers that put out sworn statements of circulation and have but one rate are the papers to-day that are carrying the best foreign advertising in Canada.

There are a few other things which strike me as being necessary for the publisher to enforce at the present time, viz., all contracts to be made payable monthly and all accounts collected monthly; the close collection of subscription accounts; commission to be granted to legitimate advertising agencies only, and no free notices of any description given.

These are a few suggestions which, in my opinion, if acted upon will help to solve the problem of how to secure increased profits.

NO LOSS FROM INCREASED RATES.

By John W. Eedy, The Times, St. Thomas.

I am leaving the city to-day and cannot do more than drop you a line to say I agree with you fully, that the time has long since come when publishers "should be cooperating rather than fighting" and that the present affords an opportunity that should not be missed in taking "advantage of rising prices to add to the revenues of a paper."

Personally, I feel that the publisher who is sure of his ground is safe in making the risk, even without the cooperation of his competitors. My own experience has proved the correctness of this. One year ago last January in the town of St. Marys, where the two papers had for years the same advertising rate, I announced that owing to increased circulation on the part of The Journal all advertising rates would be increased 30 per cent. on New Year's Day. I did not lose a solitary contract and the following year carried more advertising than during any one of the five years I have owned The Journal, although it has increased steadily from year to year.

If you have a good thing at a fair price the people will have it. On the same principle, I have ever maintained a newspaper of merit could and should hold its subscription list without offering any inducement outside of the paper's own merit. I have never done so yet, and here The Times has a sworn circulation to-day of 500 more than the

highest point ever reached under the old management, while the St. Marys Journal, which has steadily refused to accept 99c. when its competitor was clubbing at 60c., has a circulation of 2,000 of which 70 per cent. or more is paid in advance.

Pardon these personal references but when a man has under adverse circumstances put a certain matter to the test and proved it a success he feels he knows whereof he speaks.

WILL PUT UP THE SUBSCRIPTION RATE.

By P. D. ROSS, The Journal, Ottawa.

A stiffening of the prices both of advertising and subscription seems inevitable with most of us, in consequence of the increased cost of white paper and other supplies, and the imposition of postage.

Postage, which two years ago was non-existent, will cost The Journal this year about \$1,200 to \$1,500. The increased cost of white paper this year, owing to the advanced prices, will be to The Journal probably \$2,500 to \$3,500. We have to face, therefore, in these two items an increased expenditure of \$4,000 to \$5,000, while all other prices of newspaper raw materials are increasing, and wages also going up.

The Journal, which has been at \$2 a year by mail, has consequently decided to return to \$3 per year as the regular price, and to endeavor also to bring its city sales, to news-dealers and carriers, to 8c. a dozen. Hitherto the sale has been at 6c. a dozen. We have also framed an advertising scale, increasing practically 10 to 15 per cent. over our old one. While this will be put in operation very slowly and cautiously as to local advertisers, we have determined to bring foreign advertisers up more sharply, inasmuch as they have hitherto had unusually large advantages at less than card rates. To a foreign or general advertiser, the entire circulation of a paper is valuable. To a local advertiser, only the city circulation usually is of value. Nevertheless, foreign advertisers generally get preferred positions for less money than local advertisers pay for the run of the paper, and, besides, an agent's commission usually comes off the foreign advertising.

The Journal is trying to cooperate with its neighbors in Ottawa on these points, and upon some of them there is full agreement of views, and we hope there will be considerable agreement in practice. I may add that apart from any increase in newspaper cost, an increase or stiffening in advertising rates is fully justified by the large increase in newspaper circulations here, due to the war.

W. Ireland, of The Parry Sound Star, has been unanimously elected the first honorary member of the Grand Council of the National Association of Marine Engineers, as a recognition of his interest in marine matters.

The Abbey Effervescent Salt Co. of Montreal and New York, who heretofore placed the bulk of their advertising direct, have arranged to place everything through A. McKim & Co.'s agency. Renewal orders are now being sent to papers all over the country.

THE PRINTER PAID BACK.

It is said that the late R. D. Blackmore, the novelist, was very impatient toward printers' errors. When something more than usually glaring was perpetrated, he used to pencil invective on the margins of his proofs. The foreman printer in one house got rather tired of reading various epithets directed at the want of intelligence among printers. Accordingly he instructed the compositors who corrected the matter to insert Blackmore's strong language as author's corrections. This was done, and the final revise was forwarded to the author. Blackmore, on receiving the proofs, saw with horror what had been done. At eight o'clock next morning he was on the doorsteps of the printing office, waiting for the place to open. The foreman printer scratched his head, and pointed to a stack of books ready for the binder. "They must all be destroyed," said Blackmore. The printer intimated that it would be an expensive business; Blackmore paid. It was a long time before he learned that before the printing had begun the type had been corrected in accordance with his original idea, and that the spoil was afterwards shared among the men.

COOPERATION IN THE PRINTING BUSINESS.

Two Springfield, Mo., dailies using the same press-room in common, and having offices side by side, do not like the statement they are owned by the same man. Well, suppose two men own them, what is the difference? In Cincinnati the two German dailies, Democrat and Republican, are issued from the same office, just alike, except one or two columns of political matter. That is sensible. What idiocy to set up the same telegrams in half a dozen different offices in one place. The paper men sink their differences when they can make or save money. That is just what the laboring people should do. When they quit voting as they have and vote for a system that will give them all the good things of life, they will be as wise as the editors who cooperate in production. I should judge there is a better feeling between the editors who use a common plant than those who will not.—Appeal to Reason.

ENCOURAGING PROSPECTS.

The Manchester (Conn.) Herald, which is set with a Simplex machine, commenting on the removal of the Unitype Co. to Manchester, says: "The Unitype Co. enters upon the new year with the most encouraging prospects. The success of the company in introducing a new and expensive machine the past year has been remarkable. The Simplex typesetting machine was perfected and placed on the market only last April, and since that time 83 machines have been sold. In every case where the machines have had a fair trial they have given satisfaction, and the sale of one machine in a new locality has repeatedly been followed by orders for other machines from the same locality. Orders are now coming in faster than they can be filled with the present facilities for manufacturing. The company has within a few days purchased \$7,000 worth of new machinery and this, when installed, will materially increase the productive capacity of the factory, and give employment to a number of additional men."—Press and Printer.

THE VALUE OF WEIGHT

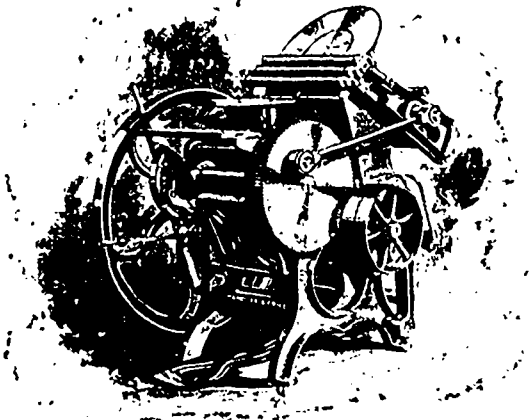
Fitzsimmons lost to Jeffries because he lacked weight; therefore strength and durability.

THE CHANDLER & PRICE PRESSES
EXCEL ALL OTHER GORDONS IN
WEIGHT, STRENGTH AND
DURABILITY

Were it not that WEIGHT, mechanically distributed, is necessary to obtain strength and durability, we assure you that with present high prices for material, we would take advantage of lightening the construction of all our machines.

The record, of which we are justly proud, proves that WEIGHT, as well as careful construction, is a requisite the printer can not afford to ignore in a durable, money-making and money-saving machine.

The CHANDLER & PRICE GORDONS have fifteen malleable iron parts in their construction. All have steel rocker-shafts. All sizes larger than Eighth Medium have forged steel fly-wheel shafts. What has yours?



THE SAME RULE APPLIES TO

THE CHANDLER & PRICE PAPER CUTTER

Assuring by its superior WEIGHT, rigidity, strength, accuracy and durability.

CONSIDER THE ABOVE FULLY WHEN YOU BUY PRESSES OR PAPER CUTTERS.

THE CHANDLER & PRICE CO., Makers,
CLEVELAND, OHIO, U.S.A.

For Sale by Dealers Everywhere.

REASONS WHY!!!

You gain as much by sending us your paper regularly as we do—more in fact. We clip your editorials, local news, crop reports—everything of interest—and send them to subscribers all over Canada. Every clipping bears the name of your publication and its address. A few of those who receive clippings from us are: The Earl of Minto,

Major-General Hutton, Hon. Clifford Sifton, Sir Oliver Mowat, the President of the Canadian Pacific Railway, the Grand Trunk Railway, the leading banks, besides scores of private firms and companies. Thus, the influence of your paper is extended—your news and views are brought before men who would never have the opportunity of reading them but for our Bureau. Then, your publication is brought before half a hundred business concerns who have advertisements to place. Patent medicine and other large companies and advertisers purchase clippings. It surely would repay you the cost of a year's subscription to be kept constantly and prominently before men who are giving out fat contracts.

Think it over, and, if you are publishing one of the few papers we are not receiving, put us on your mailing list now.

The Canadian Press Clipping Bureau

505 Board of Trade Building, MONTREAL, QUE.
 Telephone Main 1255.

26 Front Street West, TORONTO.
 Telephone 2148.

RECOLLECTIONS OF AN OLD MONTREAL TYPO.

MONTREAL NEWSPAPERS AND PRINTING OFFICES.

THE writer remembers when *The Pilot* was published on Place d'Armes, where is now the Ontario Bank. This was in 1855, after Rollo Campbell had purchased it from Sir Francis Hincks. Alex. N. Rennie, son-in law of Dr. Smallwood, was editor, and among the writers was George Lanigan, father of "Allick" and "Murdo McIver," Miss Annie Hynes kept the Montreal House next door, and the Compain, a restaurant at the corner of St James.

Rollo Campbell was alderman for St Lawrence Ward, and noted for his hospitality. By trade he was a printer, and a strict master. All his apprentices were bound for seven years, and the highest pay they received at the end of their long term was \$10 per month. Only three of his apprentices are known to be living, Hugh Cameron, formerly of Morton, Phillips & Co., Peter A. Crossby and George S. Evans, now superintendent of *The Boston Post* office. Rollo Campbell, at this time, was Government printer for English work; Louis Perrault had the contract for the French; and when the Government had to migrate from Quebec to Toronto and vice versa so had Campbell and Perrault.

The Herald was owned by Penny, Wilson and Potts, and was located on Notre Dame street, near the corner of St. Francois Xavier, next to Pickup's news depot. It subsequently removed to St. James street, near Dolly's chop house; was destroyed by fire and removed to the Bonaventure building, Victoria Square; again destroyed by fire, and removed to Zion Church on Beaver Hall Hill, the scene of the Gavazzi riots; again destroyed by fire and removed to the Kenneth Campbell building, on Craig street, where the newspaper is now printed, the office being in the old post office building, on the corner of St. James and St. Francois Xavier streets.

The Transcript was owned by Donald McDonald and edited by William Bristow. It was printed on Hospital street. Subsequently sold to Gibson and McGrath, and printed by John Lovell. The latter, becoming the proprietor, changed the name to *The Daily News*. Sir John A. Macdonald, and prominent political leaders contributed to its columns, Hon. Peter Mitchell in a series of articles advocating the present route of the Intercolonial Railway. Sydney R. Bellingham was the chief editor, his associates being A. N. Rennie, George Burden, C. P. Davidson (now Mr. Justice), Alex. Urquhart, Alex. Forbes, C. H. Stephens, Q.C., and Samuel Watson, a clever shorthand writer. P. A. Crossby, at this time foreman, was the first to receive the telegram from Ottawa on the night of the memorable April 3, 1867, announcing the assassination of the Hon. Thos. D'Arcy McGee, and was the first to break the terrible news to the Rev. Father Dowd.

The Commercial Advertiser was printed in St. Denis street, by E. H. Parsons, the most clever writer of the time.

The Witness was then only a weekly. It was printed on St James street, by John Dougall. Near *The Witness*

office was a small hall where Thomas McGinn, the gaoler, held services Sunday afternoons. East of *The Witness* was Dion's billiard hall, a bowling alley, and Tattersall's.

Opposite *The Witness* was *The Gazette*, then owned by Lowe and Chamberlin. It was founded at the time of the American Revolution, in 1778, by Joseph Fleury de Mesplet, a printer who had been in the employ of Benjamin Franklin, and in 1878 became the property of the present company. It is situated at the corner of Craig and St. Francois Xavier streets, and is the largest and most complete printing establishment in the Dominion. *The Gazette* is the only morning newspaper published in Montreal. It has an excellent staff of writers. Mr. Richard White is the president and managing director and Mr. Smeaton White, the vice-president and assistant manager.

The Star made its debut in 1869. It was published by Hugh Graham and George T. Lanigan; subsequently by Mr. Graham alone. It was the first newspaper in Canada to have a rotary press (a Prestonian), and is now printed by four Hoe quadruple presses, and having a capacity of 48,000 papers per hour. *The Star* has been a most wonderful example of what brains and perseverance can do to produce a successful paying newspaper, especially in a city where three-fourths of the population use another language. The circulation of *The Star* to-day is over 60,000, and there is a weekly edition of over 113,000.

La Minerve was the leading French-Canadian newspaper. It was printed by the Duvernays at the corner of Notre Dame and St. Gabriel streets, and 10 years ago in the old Chateau de Ramsey on Jacques Cartier Square by a company, of which the late L. R. Senecal was a director. It was this gentleman who originated and successfully carried out a scheme of crossing the St. Lawrence from Montreal to Longueuil in Winter on the ice by rail.

Old Louis Perrault had his printing office on St. Vincent street and the celebrated Joseph Guibord was his foreman.

Eusebe Senecal had his printing office on St. Therese street, and Guerin's type foundry (afterwards Palsgrave's) was in the neighborhood. Bernard Devlin worked in this foundry as a type-caster, and his brother, Owen J. Devlin, as a type-dresser.

Le Pays was owned by the Hon. Mr. Laframboise, and published for him by the Perrault's at the corner of St. James street and Dollard Lane.

The Hon. Joseph Royal published *Le Monde* in 1857.

Le Journal, the only French morning newspaper, made its appearance in November 1899. It is published by a company of which Milton McDonald, M.L.A., is manager.

La Patrie succeeded *Le Pays*. It was the property of Mr. Honore Beaugrand. It is now owned by a company, of which Louis J. Tarte and his brother are the principals.

Emile Chevalier, a French exile, lived on St. James street, and published "*Le Heroine de Chateauguay*" and other novels.

The New Era was published by the Hon. Thomas D'Arcy McGee on St. Francois Xavier street, where he owned his own printing office.

The Shareholder, *Journal of Commerce*, *Trade Review*, *Trade Bulletin*, *Butchers' Advocate*, *Les Prix Courant*, *Les*

A. D. Farmer & Son Typefoundry Co.

63 and 65 Beekman Street, NEW YORK.

SEND FOR OUR NEW 1900 SPECIMEN BOOK.

MAKERS OF PRINTING TYPES,
BRASS RULES, LEADS, SLUGS,
METAL FURNITURE AND . . .
BRASS TYPES. FURNISHERS OF
MACHINERY, FURNITURE AND
MATERIALS FOR PRINTERS.

Moniteur du Commerce, Les Monde Illustre, Le Samedi, Le Canada and Les Debats have printing offices of their own.

The True Witness, an Irish Catholic weekly, is printed by a company at the corner of Craig street and Busby lane. Mr. McDonald is the manager.

La Presse is an independent French evening daily. It is published on St. James street by the Hon. T. Berthiaume, at one time printer of La Minerve, and claims a circulation equal to all the French newspapers in Canada combined. Mr. Berthiaume will shortly occupy new and magnificent premises at the corner of St. James street and St. Lambert Hill. Mr. Berthiaume was considered an expert compositor when at "the case"; in fact, he holds the first prize, a solid silver 6-inch composing stick, for fast typesetting. C.

WRITING ADS. A BUSINESS.

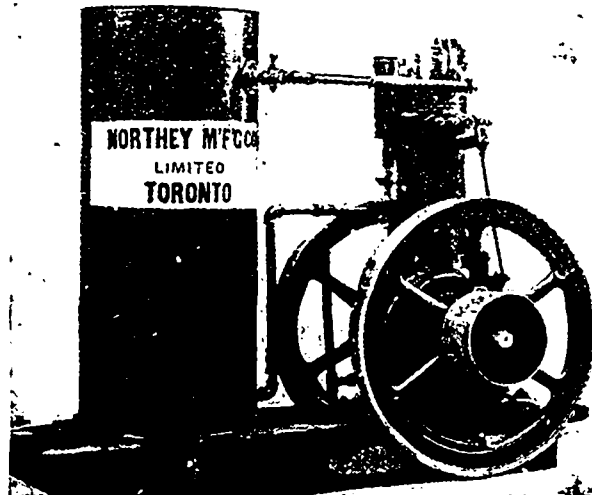
The business colleges are finding it necessary to include instruction in writing advertisements in their regular course. So vital a part of the merchant's business has his advertising become that competent hands must do the work. At the institution in Galt, Mr. J. W. Torrance, of The Reformer staff, gives a course of "Ad. Man's Talks," and the students are now engaged in a competition. They are

to write original and striking ads. for three Galt business houses—Walter C. Learoyd, "The Scotch House," dry goods and clothing; Mark Mundy, "The Galt Shoeman"; and T. Ballantyne, "The Central Bookstore." Each student may submit two ads. for each of the three establishments mentioned. They will be judged by competent critics, and substantial prizes will be awarded—1st, 2nd and 3rd, from each establishment. All the ads. are to become the property of the respective stores.

ONE VIEW OF PERSONALS.

We have before us some exchanges from other towns that ridiculously overdo the local personal business. Week after week, six to eight columns of little paragraphs, telling who went to see whom and when he got back. No earthly use in such "news." The people thus mentioned no longer care for it. Time was when men were pleased to see their names in papers; but now the fad is utterly worn out. Common sense has shown the dullest that the custom is without sense. The newspaper world is disgraced by "publishers" throwing out these sheets every week with "local personals" and appeals to advertisers to support a "home paper" that is without purpose, object or result in anything but universal boredom.—McDonald, Pa., Outlook.

The Northey "Junior" Gasoline Engine



COSTS \$155.

We have built this Engine especially for printers' use—many Canadian newspaper men who use it tell us we have produced an ideal form of power for their purpose. The Northey Gasoline Engine "runs itself"—you need no mechanical experience to handle it—there is no fire, no dirt—it runs for hours without attention and is absolutely, and at all times, perfectly safe and under control. Fully guaranteed in every particular and most carefully and solidly constructed. Send for Illustrated Booklet to give you a better idea of its working power—sent free.

Runs a Campbell, Wharfdale or Prouty,
two or three Gordons and a Paper-Cutter at an
expense of 13 cents per hour. **CHEAP POWER.**

Northey Mfg. Co., 1007 KING STREET SUBWAY, Toronto.

The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P.E. ISLAND AND NEWFOUNDLAND.

OFFICES :

MONTREAL, (Telephone 1255) Board of Trade Building
 TORONTO, (Telephone 2148) 26 Front St. West
 LONDON, ENG. (J. Meredith McKim) 109 Fleet St., E.C.
 MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann St.
 WINNIPEG (J. J. Roberts) Western Canada Block.
 Traveling Subscription Agents - T. Donaghy
 J. S. Millard.

Published the First of each Month.
 Subscription, Canada, \$2.00; Great Britain, \$3.00.
 Cable Address: "Adscript," London; "Adscript," Toronto.

THE PAPERMAKERS' ASSOCIATION.

ON February 22, 35 papermakers of Canada formed the Canadian Papermakers' Association. It was decided to fix prices for No. 3 news print as follows :

Carload lots.....	\$2.50 per 100 lb.
Less than carload.....	2.75 " "
Less than 2 ton lots.....	3.00 " "

For cash in 30 days, 3 per cent. discount is allowed.

Each member of the association binds himself to submit to the association all statements and papers desired as to any contract or dealing, and to make oath, if desired, to their accuracy.

An infringement of the joint agreement in any respect entails a forfeit of \$1,000 by the offending member.

The members of the association communicate mutual information as to applications for contracts. This, however, is not said to be a formal part of the agreement.

The formation of what is practically a combine has created a good deal of indignation in publishing circles. Owing to the higher prices abroad, the paper manufacturers seem safe enough in the list they have agreed upon for the Canadian market. To import at the present moment is no saving. Whether the manufacturers, in uniting to raise the price, have run up against the law is a question.

Section 18 of the Customs Tariff Act of 1897 says :

"Whenever the Governor-in-Council has reason to believe that, with regard to any article of commerce, there exists any trust, combination, association, or agreement of any kind among manufacturers of such article or dealers therein, to unduly enhance the price of such article, or in any other way to unduly promote the advantage of the manufacturers or dealers at the expense of the consumers, the Governor-in-Council may commission or empower any judge of the Supreme Court or Exchequer Court of Canada, or of any superior court in any Province of Canada, to inquire in a summary way into and report to the Governor-in-Council whether such trust, combination, association, or agreement exists."

The judge has power to compel witnesses, examine them under oath, etc., and if he reports the existence of a trust, the duty may be reduced or abolished by Order-in-Council.

WHO SHOULD CONTROL.

To what degree should a publisher protect general advertisers, by excluding from his news columns anything that may tend to decrease the sales of advertised goods?

This question has been discussed with great animation not so much by advertisers as by their self-constituted guardians, the advertising experts. For example, should a newspaper carrying advertisements of several remedies for cold in the head, publish the formula of a cure that the gentle reader can prepare for himself at the cost of a few cents?

"No!" cry the experts, in thundering chorus; and they go on to scold the publisher for daring to dictate what shall and what shall not go into his news columns.

It is to the credit of the American advertisers that they very rarely interfere in matters of editorial policy. There are exceptions to the rule. About four years ago Johnson & Johnson, of New York, who were advertising *Vino-Kola-fra* in *The New York Journal*, protested against a long article condemning the kola nut. The newspaper promptly and gracefully offered to print, as news, anything the firm might have to say in defence of the nut. That closed the incident.—*Newspaperdom*.

MR. J. H. WOODS.

Mr. James Herbert Woods, who has lately resigned his position on *The Toronto Mail and Empire* staff to enter a new branch of work, is one of the best known of the younger members of the Canadian press. Mr. Woods is a native of Quebec, where his father still resides. Some years ago he was connected with the Winnipeg press, and joined the staff of *The Toronto Mail and Empire* as reporter about 1893. When *The Montreal Herald* passed under the control of Mr. James Brierley's company, Mr. Woods was appointed news editor, a position he filled with success until he was appointed city editor of *The Mail and Empire*, to fill the vacancy caused by the resignation of Mr. Alexander Fraser. This position Mr. Woods held with acceptance until a few weeks ago, when he gave up journalism for publishing, taking a responsible post with the Publishers' Syndicate, Toronto.



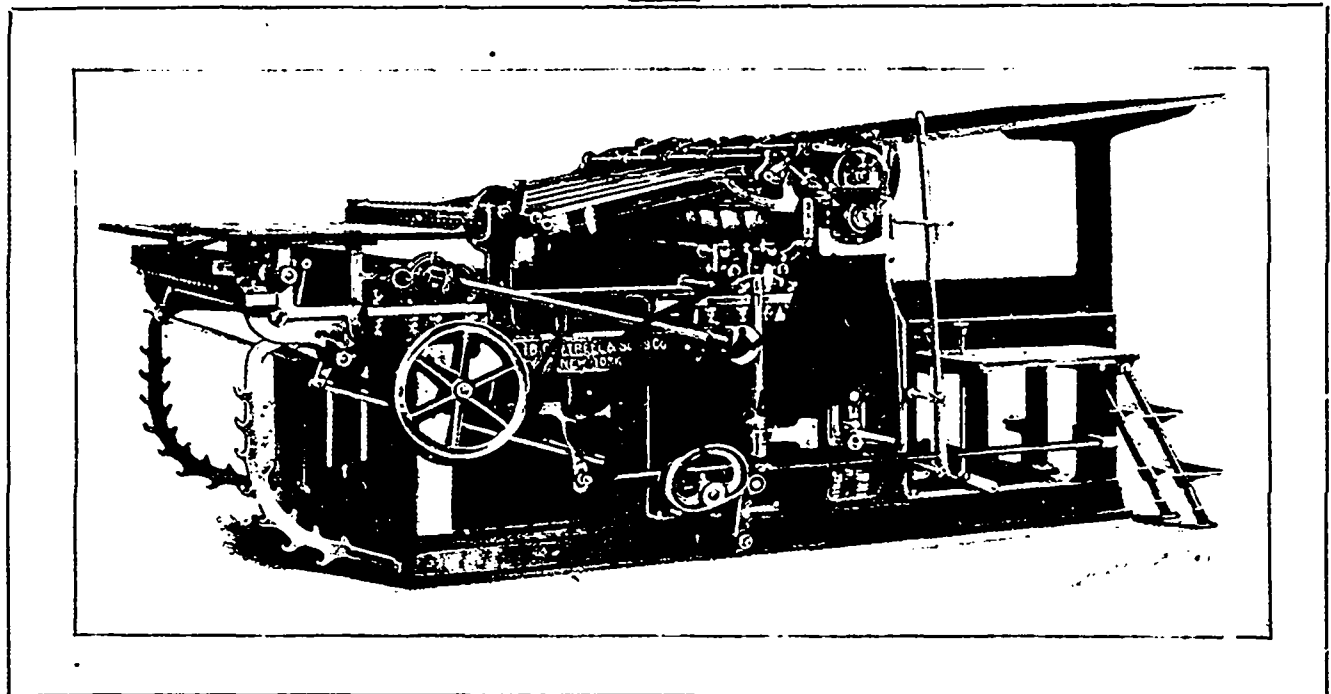
MR. J. H. WOODS.

The Canadian Press Association are making plans to visit the Land of Evangeline in 1901. Our press of the Province should make plans to receive them. The D. A. R. will, no doubt, try and arrange for them to take a trip right through the valley.—*Kentville Advertiser*.

The New Cottrell

4-ROLLER...

Two
Revolution
Press



This Press is made in the following bed sizes:



29x43—33x46—33x50—35x52—38x55—43x56—43x60 46x60—46x64

This Press is the **FASTEST TWO-REVOLUTION** on the Market.

All the form and distributor rollers are geared, and the form and the distributors are made the same size and are interchangeable.

The back-up or reversing mechanism is operated by direct gears (no belts), and acts instantaneously from a fraction of an inch to the full reversing of the bed.

The best illustrated work done in the United States is being done upon **THE COTTRELL**—including the cut forms of the following magazines: "MUNSEY'S"—"Scribner's"—"The Strand"—"Frank Leslie's Illustrated Monthly"—"The Puritan."

For price and terms apply

Toronto Type Foundry Co., Limited.

SOLE AGENTS FOR CANADA.

70 YORK STREET.

PRACTICE VS. THEORY.

WHERE METHODS PROVED SUCCESSFUL DISCOUNT SOME
CURRENT NOTIONS.

R. J. BEARDLEY, Princeville (Ill.) Telephone.

THERE is much discussion of the price of paper, just now, and I note that many of your contributors advise raising the subscription price from \$1 to \$1.50 a year. If the publishers of a county or of a community would get together, and agree to this, it would work, but I want to say that no one publisher, under ordinary circumstances, can make such a change, and win out. Some say that publishers should make their papers so much better that they will be worth the difference in price. Is that possible? What newspaperman, worthy of the name, is not already doing the best that is in him, and thoroughly covering his field now? Then how is he going to do 50 per cent. better? Another thing: suppose his competitors do not raise? I have yet to see one newspaper so much better than its contemporaries that the average reader can see 50 cents difference in price. In these days of keen competition, one newspaper does not let a competitor excel it much in news features. I don't see how my brethren figure it that one paper is strong enough to take such radical action single-handed, without ruining the business.

My brother and I are chumps enough to publish an eight-column quarto at \$1 a year. We send out over 1,500 of them every week. No one need rise up and say we ought to get \$1.50 a year. We know it. Our competitor is a six-column quarto at \$1. Four papers within 15 miles are on the dollar basis, and we are, all of us, rivals in some part of the territory. If these friends will not join us in putting up the price, what are we to do?

We use patents. There is no doubting the fact that country people enjoy the literary features of the patent. Our patents cost us about 25 cents per year per subscriber—a very low rate. To print a six-column quarto, all home-print, would cost us as much, so that we get a larger paper and much good matter for the same price. It sounds well to talk about "controlling your own columns," but the only object in controlling them is to make money out of them. There is no money in controlling them to get foreign advertising because foreign advertising is of no good as a dividend-payer. The publishers of some of our exchanges control their own columns, and discuss and "cuss" the foreign advertising proposition at our press meetings, and all invariably make a good thing (?) out of all the business they run. But Pipers Rabules, Your-buckle coffee, and similar propositions yield no profit to anyone excepting the advertiser: and when I see these advertisements in an exchange, I believe I know what sort of advertising management is in charge. A newspaper carrying such stuff generally looks like 30 cents, and its publisher, no doubt, feels like 15.

Scott & Bowne, N. W. Ayer & Son, and several others I might name, are just now wasting a considerable amount of time and postage in mailing us propositions involving the payment, at some time in the hazy future, of the munifi-

cent sum of 1 cent to 3 cents an inch for space. I have none for sale at that price—or double it—and I have neither time nor postage to waste in an effort to secure it. I believe the surest way to kill this business is to deposit these propositions in the wastebasket.

I notice that the newspapermen who "control" their own columns, and are getting rich at it (in this section of Illinois, I mean), are mighty anxious to know how we have built up an advertising patronage equaled by few newspapers, and excelled by none in the Military Tract, and how, in a town of 1,200 people, we have made our newspaper property one of the most valuable in its class in the State. The process has been simple enough. We do the best we can, every day and every week; we attend strictly to our publishing business, and hustle all the time; we take no business to keep the other fellow from getting it; we collect promptly; and we have one rate for advertising, and that is one that yields a profit; we believe in fine equipment and have the best machinery obtainable, as well as good modern type faces; we cultivate the local field and the local advertiser, and write many ads. for him (many trade journals which I take helping to do this satisfactorily). But when I read some of the articles that appear in *Newspaperdom*, I think I don't know anything about the newspaper business, for here I have been using patents, and letting someone else "control" my columns; I am getting only \$1 a year for a \$1.50 paper, and it is not a cash-or-no-paper list, either.

However, when I walk out into the composing-room, and then into the editorial and reception rooms, inspect the pressroom, and contemplate the two-storey brick building that houses the plant, the value of which has come out of this newspaper since January 20, 1892, I am sorely tempted to worry along on the lines followed up to date.

I am anxious to see the standard of country journalism raised. Many of the methods we use are good methods, because we have proved them, and I am willing to push them along to others.—*Newspaperdom*.

FREE ADVERTISEMENTS.

The Ottawa Citizen has the courage to print a free puff for a typewriting institute, and to follow it with some pointed remarks as follows: "The foregoing was handed into The Citizen office on Saturday labelled 'news item.' Although it has a certain value as news, this is quite outweighed by the advertisement it gives to the parties named therein, and was handed in solely for that purpose. Newspapers are continually asked to publish such advertisements free of charge, and find it hard to refuse without offending. The rule generally laid down is to charge regular rates for an item from the publishing of which financial benefit accrues to the person or business named therein. It is only fair to its regular advertising patrons that this rule should be enforced. And also fair to its owners. It costs many thousands of dollars to publish a daily newspaper, and it costs several thousands more to pay dividends on the capital invested. A newspaper's advertising columns are its chief, almost its sole, source of revenue? Why should it give these away?"

Bargains in PRINTING PRESSES, Etc.

A Few Words to the Printer

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 Second-Hand Press is not a bargain to the purchaser if it is not in condition to do satisfactory work. No

A Few Words About Ourselves

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.

We make a specialty of buying and selling Second-Hand Printers' machinery. We have a machine

A Few Words about Prices

complete, ready for work, a good Job Press for Seventy-five Dollars. Write when you need any kind of machinery for the

You can rely on this, that no concern in the country gives more value for less money than we do. We can deliver all Dollars. or a reliable Cylinder Press for Five Hundred Press Room or Bindery.

Web Presses

Cox Duplex Q. Q. Machine in first-class order, only used four years. This press has two fountains, and will run at a speed of 4,500 per hour, and print and fold either 4, 6 or 8-page papers. Price on application.

Goss Stereo. Web Perfecting Press and Folder. Complete outfit. Prints 4 and 8-page papers; speed 10,000. Price on application.

Two Revolution Cylinders.

Campbell. Four roller; bed 37 1/2 x 50; front delivery; good condition.

Campbell. Four roller; bed 37 x 52; tapeless delivery; very good condition.

Campbell Two roller; bed, 37 x 52; tapeless delivery; prints 7-column quarto sheet; very good order.

Potter. Two rollers; bed 40 x 54; tapeless delivery.

Drum Cylinders.

Babcock Standard. Bed 10x24; rack and cam distribution; air springs; tapeless delivery.

Campbell Country. Bed 31 x 46, table distribution, tapeless delivery. At Montreal branch.

Campbell Complete. Bed 27 1/2 x 41; rack and screw and table distribution; tapeless delivery; will do fine printing.

Campbell Complete. Bed 32 x 49 1/2; rack and screw and table distribution.

Cottrell & Babcock Bed 25 x 35; two rollers; tapeless delivery.

Cottrell & Babcock. Bed 34 x 52; air springs; will take 7-column quarto.

Cottrell Country Bed 31x47; rack and cam distribution, tapeless delivery.

Cranston Drum Pony Bed 31x27; rack and cam distribution; wire springs; tapeless delivery.

Cranston Drum Pony Bed 21 x 27; rack and cam distribution; air springs; tapeless delivery; splendid order

Cranston Drum Pony Bed 24x30; tapeless delivery; excellent condition.

Fairhaven Bed 2 1/2 x 46 1/2. Handy press for country newspaper.

HOC. Bed 31 x 41; prints 8-column folio.

HOC. Bed 32 x 47; tape delivery; rack and cam distribution.

HOC. Bed 41 x 57 1/2; rack and cam distribution, tape delivery, column frame, good newspaper press. Price very low.

Hoe Pony. Bed 16 x 21 1/2; rack and screw distribution; tape delivery.

Hoe Pony. Bed 21 1/2 x 27 1/2; rack and screw distribution; tapeless delivery.

Potter

Bed 34x55; rack and cam distribution, tapeless delivery

Potter. Bed 32 1/2 x 46; tape delivery, rack and cam distribution. At Montreal branch.

Potter Four roller; size of bed 36 1/2 x 52 in.; table and rack and cam distribution; tapeless delivery, good register. Will print a 7 column quarto. Good as new.

Taylor. Bed 26 1/2 x 31 1/2; tape delivery, rack and cam distribution; air springs; a good press.

Taylor. (Oshawa Make). Bed 32 x 46; tape delivery; rack, screw and table distribution.

Lithographic Presses, Etc.

One Double Crown Furnival Litho. Cylinder Press In very fair order. \$550.

One Steam Copper Plate Press This machine is new. \$125

Folding Machines.

One 8-column Quarto Brown Newspaper Folding Machine Splendid order. \$200

One 6-column Quarto Stonemetz Folder. \$200. Montreal branch.

7-column Quarto Dexter Folder.

One 7-column Quarto Stonemetz Folder. \$275.

Hand Presses and Paper Cutters.

Ideal Hand Cylinder No. 2 Bed 21 1/2 x 43 1/2; in perfect condition—used only a few months.

Washington Press. 7-column. \$175.

8-column Washington Hand Press. \$180.

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

30-inch Gem Paper Cutter. \$125.

30-inch Sheridan Power Cutter Price \$100

32-inch W. & B. Power Paper Cutter. \$225

30-in. Thorpe Card Cutter. Price \$10.

Eagle Card Cutter. Price \$10.

28-inch Ruggles Card Cutter. \$25

28-inch Plow Paper Cutter.

32-inch Plow Paper Cutter.

Job Presses.

Empire, 8 x 12. \$75

Old Style Gordon, 7 x 11. \$75

Old Style Gordon, (Am) 8 x 12. \$65

Old Style Gordon, 10 x 15. \$115

Old Style Gordon, 13 x 19. \$200

Peerless, 13 x 19. \$150

Peerless, 14x20. \$175

Hoe Ticket and Numbering Press \$200

Wharfedales.

Fieldhouse. Bed 46 1/2 x 52

Payne Bed 32 x 40; patent fly; good press \$500

Payne Bed 30 x 46; four rollers, patent fly; \$ 50

Payne. Good as new, bed 17 x 30; four rollers, patent fly; extra distribution; double gears; thin fountain blade; a very fine press. \$250

Dawson Bed 32 x 30

Dawson Bed 27 x 31 1/2.

Miller & Richard Quad Royal Bed 35 x 42; prints 6-column quarto; fine press. Price \$1,000

M. & R 6-col. Quarto. Bed 41 x 47; specially built for fine work, geared rollers; thin fountain blade; in fine order. \$575.

M. & R. Bed 32 x 40; patent fly; fine condition. \$500

M. & R. Bed 28 1/2 x 29 1/2

M & R. Bed 41 x 47 1/2; patent fly; rollers; patent fly.

Hughes & Kimber. 36 1/2 x 40. Four rollers; patent fly.

Anglo-American. Bed 47 x 50.

Box Machinery.

Brehmer Corner Wire Sitcher.

Scoring Machine. 28 inch.

Miscellaneous.

Clamp Pad Press.

Hercules Wire Staple Binder. Price \$8

Acme Staple Binder No. 4. Almost new \$25.

Yarger Improved Staple Binder No. 9. Almost New. \$35

Minton Thorne Type Setting Machine. \$1,200.

25-inch Bronzing Machine. By Sargent \$250

15 H.P. Oil Gas Engine. Latest style—as good as new. \$500

Thompson Power Wire Sitcher 1/2 inch. Price \$25

Simple Book Trimmer. \$20

No. 0 Field Blower. \$15

Stereo Shaving Machine. \$25

Seal Stamper

Sanborn Book Sawing Machine.

S. H. P. Electric Motor. 300 volts; guaranteed as good as new.

Hughes & Kimber Paging Machine. 6 head.

Hooke Paging Machine 6 wheel. Price \$25.

Hickok Head Compressor. \$25

Sanborn Foot Stabbling Machine.

27-inch Rotary Perforator.

Royce Radial Arm Routing Machine.

Royce Rolling Machine. No. 2. \$150

TORONTO TYPE FOUNDRY CO., Limited,

BRANCHES: Montreal, Vancouver, Winnipeg, Halifax.

70 York Street, TORONTO, ONT.

THE PRINTING DEPARTMENT.

CONDUCTED BY IRA ENOS.

Readers of this department are invited to make use of these columns for the expression of opinion, or by making inquiries regarding any topic having relation to the printing department. All opinions will be gladly welcomed, and all inquiries will be answered as fully and carefully as possible. Any criticisms of what appears in this department will also be welcomed. Communications should be addressed to IRA ENOS, "Printer and Publisher," Toronto.

STYLE OF JOB PRINTING.

DURING the Easter season the attention of all (men as well as women) is devoted more or less closely to styles and fashions. Womankind is deeply concerned regarding the fitness and style of her bonnet and gown. Mankind seeks the advice of his tailor and furnisher as to the correct things in hats and suits for Spring.

At such a season it is natural that the association of ideas should suggest a consideration of the styles in job printing, for there is style, and frequently changing style, too, in job printing.

Not many years ago the trend of fashion in printing was towards fancy effects. The type was fancy in shape; the ornaments used were intricate and frequently splendid; the rule-work showed a strong disposition to curved and complicated effects. The whole end of the printing seemed to be to create a striking and fanciful effect in typography—to show the possibilities in type arrangement.

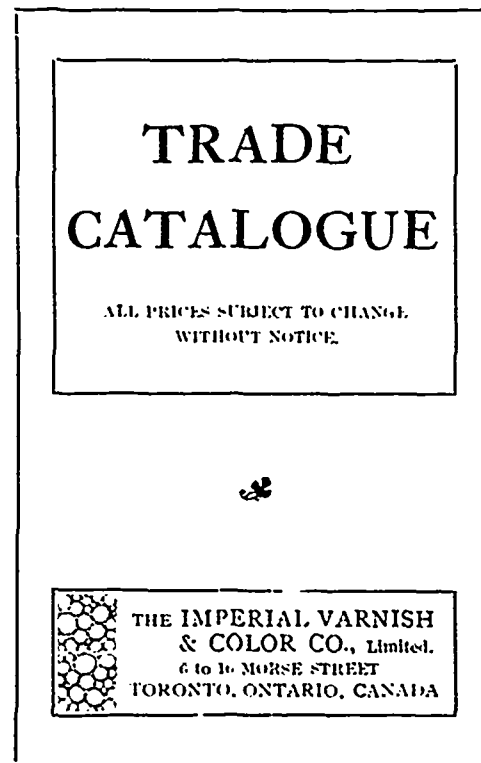
But during the last five or six years the trend of style has been steadily from effects which emphasized type arrangement to effects which draw attention to the business of the firm for whom the printing is done. The modification might well be compared to a change of style in ladies' dresses, from the gorgeous, over-dressy gowns we sometimes see, to the neat and dainty suits, the very plainness of which adds to the charm of the wearer.

In catalogue covers and title pages, there has been, possibly, the most striking change. A perusal of a half-dozen or so of booklets issued by the best Toronto printers has shown me that the printers of that city are fully in touch with their cotemporaries in the large centres of the United States, and that they recognize the trend towards plain effects. The covers, as a rule, are in bronze on a dark cover, or dark ink—black, blue, brown or green—on a light color. Seldom is anything more put on the front cover than the firm name and address, the title of the catalogue (such as "Spring Catalogue, 1900") and possibly the trade mark of the company. The title pages are not as verbose as they were some years ago.

The accompanying specimen, a title page taken from a catalogue recently printed by R. G. McLean, Lombard street, Toronto, shows more accurately than any description of mine could the vogue in printing. The large proportion of white space, the straight rule work with the panels inside the outer rule, the plain lettering all of the same series, the use of ornaments to complete rather than to add to the

design—in all these respects, the specimen is representative of all that is correct and up-to-date in catalogue printing.

In programmes and circulars the same tendency is noted. Better stock is used now than was the case a few years ago. The best class of circulars are now sent out on a



thin cover paper, and, instead of folding once in the centre, it is folded in the best way to suit the purpose of the advertiser issuing the circular. I have before me a couple of circulars issued for The J. E. Ellis Co., Limited, the Toronto jewelers. Though the imprint of the printer is not on these, they show at a glance that they were printed in an up-to-date establishment.

One of them deals particularly with a special line of watches which the Ellis company are offering, and, incidentally, says a word for the repairing department of the house. This is printed in silver on dark green stock, about $3\frac{1}{2}$ inches wide and $8\frac{1}{2}$ inches deep. In a panel, $2\frac{1}{2} \times 4\frac{3}{4}$ inches, the information regarding the special line of watches is all given in 10-point Jensen, the only display letters being the words "Chronometer Watches," which makes the heading, the firm name at the bottom, and the prices of the two watches in the line offered. The heading and firm name were in 12-point, and the prices in 18-point. Another panel, $2\frac{1}{2} \times 2$ inches, is separated from the top one by about three-quarters of an inch. This deals with repairing. This circular is folded midway between the two

ALL YOUR CUSTOMER SEES

is the paper with the printing on it.



He selects the paper when he orders the work.

Whether he is pleased or displeased when the job is delivered hinges upon how the ink looks upon the paper.

And that depends partly upon the style of composition but mostly upon the quality of the ink.

With Ault & Wiborg ink you get a rich, smooth color and a sharp print.

And that is what your customer wants.

He doesn't care what kind of power you use nor how conveniently your office is arranged.

He doesn't care whether your press is covered with nickel, or grease, or a mortgage, nor whether it was made in 1900 or in Kalamazoo.

He simply wants the right kind of work at the right price. And the better he likes the work the less he will worry about the price.

High-quality ink is more important than high-quality in any other one thing you use.

You can overcome defects in cuts with overlays.

You can pull leads and letters when you overtax your supplies.

You can get along with a slow press by running overtime.

You can double-roll a form for the want of a larger press.

You can cope with a great variety of difficulties without letting your customer know that your path isn't strewn with roses.

But you can't maintain a gilt-edged reputation if you use the bargain-counter, fire-sale kind of inks.

The only kind that you can afford to use is the best kind.

The Ault & Wiborg inks are the best that have ever been produced in the whole world.

They are used in more printing offices than any other kind.

Hadn't you better hunt up that Ault & Wiborg catalogue that you laid away "for future reference" (without expecting to ever use it) and use it?

If you can't find it we'll send you another.

The Ault & Wiborg Co.

CINCINNATI

NEW YORK

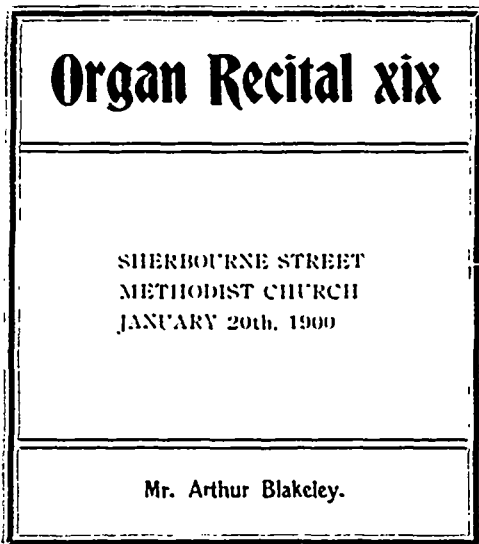
CHICAGO

ST. LOUIS

TORONTO TYPE FOUNDRY CO., Limited,
Toronto, Halifax, Montreal, Winnipeg, Vancouver.

- Selling Agents for Canada.
Complete Stock at Toronto and all branches.

panels, thus giving an irregular appearance to it; yet, the effect is strikingly good. The other circular deals entirely with watch repairing. It is $5\frac{1}{2}$ inches wide by 5 inches deep, and is printed in black ink on red stock. It was folded twice, one of the folds being about three-quarters of an inch from the right edge, thus forming a flap, which, as the other fold is midway between the larger portion of the circular, falls over the front cover. On the upper left corner of this cover are the words. "Just think! 432,000 times a day." This is all the reading on the cover, and, as each word is printed in English old-style 12-point, one below the other, it is effective, and creates enough interest to cause the receiver of the circular to read within. The method of folding gives two inner pages $2\frac{3}{4}$ inches wide, and a $\frac{3}{4}$ -inch flap. On the page nearest the flap the argument is forcibly but briefly presented that as the watch works so faithfully that its balance wheel vibrates 432,000 times a day it should be well cared for. On the other page is a piece of appropriate poetry and a date table of March, 1900. No ornament is used in any part of this circular.



Another specimen which is presented was printed for one of the most fashionable musical recitals of the past Winter season in Toronto. It will be noticed that the same features that have been noted before are observable here—straight rule work, plain lettering and no ornamentation. The design was about $3\frac{1}{2} \times 4\frac{1}{4}$ inches in size, and was placed in the upper portion of a $7\frac{1}{2} \times 5$ inch cover. The border was printed in light yellow and the lettering in olive. The inside pages were 10-point and 7-point old-style Roman printed in olive. On the back were fac-simile autographs of two European musicians also in olive.

In all kinds of printing work it will be found that the same rule applies. The tendency is toward plain effects, and the lettering, rule work and ornamentation all contribute to that end.

PRINTING OFFICES SUFFER LOSS BY FIRE.

On Wednesday evening, April 4, the large premises at 44-48 Richmond street west, occupied by The Bryant Press, The Automatic Check Book Manufacturing Co., The Hill

Printing Co., and other firms, was destroyed by fire. The Bryant Press suffered most heavily, their loss being placed at \$17,500. The loss of The Automatic Check Book Co. is estimated at \$8,000, and to The Hill Printing Co. at \$1,500. The loss to all three is amply covered by insurance.

The fire threw about 300 hands temporarily out of employment. Of these nearly half were employed by The Bryant Press. Though the building has not yet been repaired, nor are their own repairs fully complete, this firm have resumed business at 44 46 Richmond street west.

THE SCALE OF WAGES IN HAMILTON INCREASED.

On Saturday afternoon, April 14, a committee from the Hamilton Typographical Union waited on a committee representing the employing printers of Hamilton, asking that the wages of union printers should be increased from \$10.50 to \$12 per week. The employing printers' representatives offered to compromise by raising the scale from \$10.50 to \$11.50, but refused to consider the proposal to pay \$12. On Monday evening a meeting of the typographical union was held, and, after a full consideration of the matter, the compromise scale, \$11.50, was accepted.

IMPROVED HIS EQUIPMENT.

An exchange tells of an Indiana editor whose wit does not seem to readily become dulled by adverse fortune. He recently gave a chattel mortgage on his plant, and in the next issue mentioned the fact locally that "we have recently added a large and expensive paperweight to the equipment of our office."

A WAY TO GET NEW IDEAS.

Talk to your employes about the work, the stock, and the general conduct of your business. Most of them have ideas and some have very practical ones. You don't know it all, and you can't know too much about your own business. Discuss your methods and output with them. You may gain many valuable points in this way. No one, except yourself, is more interested in the growth, prosperity and continuance of your business.—The Advertiser.

MR. CASEY AND GOVERNMENT TELEGRAPHS.

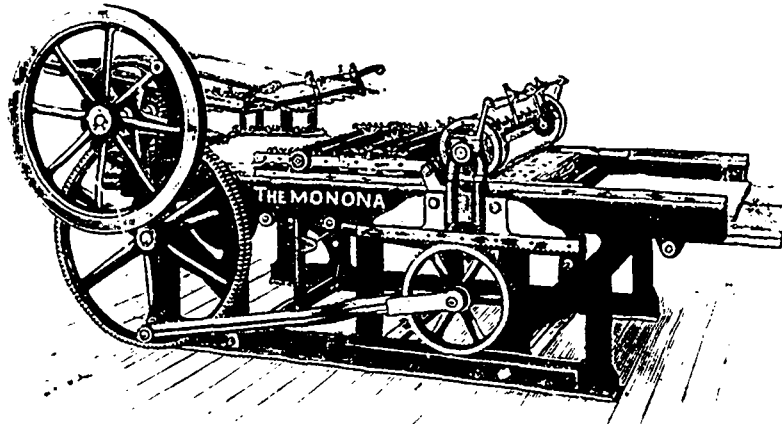
Mr. Casey, M.P., for West Elgin, has introduced a bill into the House of Commons to give the Canadian Government power to establish and maintain a telegraph system to be managed in connection with the post office.

The third section of Mr. Casey's measure (which will probably not pass this session) is as follows.

"The tolls or rates to be charged for messages shall not exceed 10c. for a message of 10 words or less, and no charge shall be made for the signature or the address. For any number of words in excess of 10, the rate shall not exceed $\frac{1}{2}$ c. per word. The rates for press despatches for publication, sent to any newspaper or other regular publication, shall not exceed 10c. per 100 words. The rates shall be uniform, and there shall be no discrimination. The Governor-in-Council may, from time to time, regulate such rates, provided that they do not exceed the amounts herein mentioned."

THE ...
Canadian Leverless Monona
 News and Job Printing Press

PRINTS
 6 COL.
 QUARTO
 SHEET.



RUNS
 EASILY
 BY HAND
 POWER.

BED 32½ X 47.

THE BEST PRESS EVER OFFERED TO CANADIAN COUNTRY PRINTERS.

TESTIMONIALS

OFFICE OF ... W. H. HENRY, Publisher
THE JOURNAL
 WARKWORTH, ONTARIO.
 County Northumberland.

March 3rd, 1900.

Toronto Type Foundry :

Gentlemen,—You asked me how I like my Monona Leverless Press I purchased from you. Well, I must say I believe it is the right kind of a machine, and as nearly perfect as one could wish for.

Previous to purchasing, I had been looking for a suitable press for several months and have seen several presses, but none that I consider can take the place of the Monona Leverless. I believe it fills the whole bill for a country office. When I spoke to friends about purchasing a cylinder press, I was advised to keep my Washington hand press for job work, proofing, etc., but I like the Monona better for job work than the Washington, and I find I can pull proofs from galleys with the Monona, which I believe can be done on no other cylinder press.

Neither the young man in my office nor myself had ever worked on a cylinder press, but with the aid of a carpenter of this place we set the machine up and put it in good running order, although none of us had ever seen the machine before. It is doing good work and I am very much pleased with it, and if I had to purchase again the press would certainly be the Canadian Monona Leverless. I believe there is no press equal to it for a country printing office.

Yours truly,
 W. H. HENRY.

OFFICE OF
THE WINGHAM ADVANCE

THEO. HALL, Editor and Proprietor.

Wingham, Ont., Feb'y 15, 1900.

Toronto Type Foundry :

Dear Sirs.—

Yours to hand asking how I like the Leverless Monona recently purchased from you.

I may say that previous to purchasing, my preference was for the American-made machine, but after using yours I have concluded that the Canadian Leverless Monona is the best press for the money yet made. It is simple, strong, and, so far as I can see after running mine for nearly three months, not at all liable to get out of order. I would not exchange mine for the American machine. Besides, I regard it as a distinct advantage (should anything go wrong) to have reliable makers so near at hand to refer to. All who have seen my press pronounce it a fine machine. The Monona, Canadian make, is the press Canadian printers have been looking for, and it has come to stay.

Yours truly,
 T. HALL.

Branches at.....

HALIFAX—146 Lower Water St.
 MONTREAL—787 Craig St.
 WINNIPEG—175 Owen St.
 VANCOUVER—116 Columbia St.

Toronto Type Foundry Co.,

70 YORK ST., TORONTO, ONT.

NEW CANADIAN BOOKS.

THOSE interested in Scotch poetry will turn with some pleasure to the forthcoming volume of Alexander McLachlan's poems. Rev. Dr. Dewart has contributed an introduction, and Dr. Alex. Hamilton—a nephew of the poet—a biographical sketch, as well as a series of notes on the text. A glossary of Scottish words is being prepared by Mr. David Boyle. Two portraits of Mr. McLachlan (one of which is shown herewith), and views of his farm residence in Amaranth township, sketched by Arthur Cox, A.R.C.A., will embellish the volume.



ALEXANDER McLACHLAN.
(From a photo taken by Arthur Cox, A.R.C.A.)

Theatre-goers will learn with pleasure that a "History of the Montreal Stage" is being compiled by Frank T. Graham, and will be published by The Franklin Association, Philadelphia. The material for the work has been gathered in no less than six different countries, and from sources far removed from the general reader. The annals of the Montreal stage, which extend back to 1786, form a most valuable adjunct to the history of the New York, Philadelphia, Boston, and Southern theatres in recording the annual incursions to Canada of the forces of the Walnut, Chestnut, and Arch street theatres; the uninterrupted summer season of Wallack's company for a period of 20 years, the early Bostonians, Ben De Bar's from New Orleans and St. Louis, and J. W. Albaugh.

The book of poems by the late Archibald Lampman, of Ottawa, with a prefatory memoir by Mr. Duncan Campbell Scott, has sold so well that there is not a copy to be had.

THE END-OF-THE-CENTURY EDITOR.

Of late years, says The Lincoln Journal, the editors of Nebraska have declined to accept free entertainments from the cities in which their meetings are held. They gather and transact their business, pay their bills like any other set of business men, and go home. This marks a great change for the better in the tone of the newspapers of Nebraska. The successful editor no longer receives favors, and pays for them in "puffs." His advertising space is sold for cash. He buys his personal and business supplies with cash. His editorial space belongs to the public. It has no price; it is not for sale. The introduction of these sound principles of journalism into the weekly newspaper offices is creating a new race of editors in Nebraska. The old editorial "dead-head," willing to pay for a meal or a show ticket or a piece of wearing apparel with a "write-up," will soon be totally extinct. In this State he has been driven to retirement or to reform largely through the work of the State press association.



OXFORD

ROUND-CORNERED

CARDS

5 SIZES.

5 COLORS AND WHITE.



Taffeta Cover

At \$2.80
per
Ream

is the best low-priced cover paper
on the market.

20 X 25, 40-LB.

6 TINTS.



We have recently received a full line of Goodall's Memorial Cards, including a number of new designs.

Send for list.

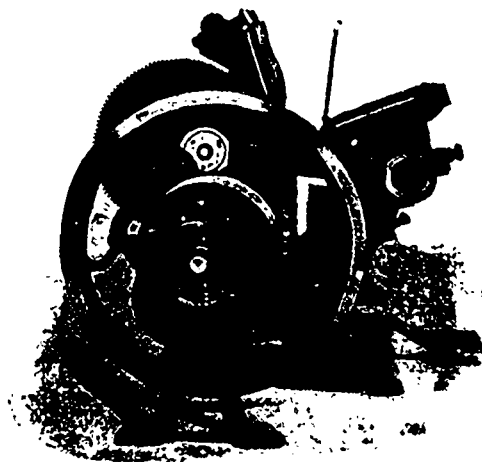


BUNTIN, GILLIES & CO.

HAMILTON.

EASTERN OFFICE—
21 Mechanics' Bldg.,
St. James St.





Gally's Improved Universal Press



WORLD'S FAIR AWARD . . .

M GALLY'S IMPROVED UNIVERSAL PRESSES received the highest and the only award given to platen presses at the Columbian Exhibition, in competition with nearly all other makes of platen presses, including a well-known imitation of the Universal.

PERFECT PRINTING

THE M. GALLY'S IMPROVED UNIVERSAL will do better printing than any other press (platen or cylinder) made. Its distribution of ink is perfect, its impression sharp, rigid and direct, and its register perfect.

General Selling Agents for Canada : —————

Toronto Type Foundry Co., Limited

70 York Street, TORONTO

SEND FOR DESCRIPTIVE
PAMPHLET AND PRICE LIST.

BRANCHES AT

Halifax,
Montreal,

Winnipeg,
Vancouver

NEWS OF THE MONTH IN BRIEF.

BUSINESS CHANGES.

ROBERT SUTHERLAND, proprietor of The Wallaceburg, Ont., Herald, has sold out to A. Appleford, of The Thamesville, Ont., Herald. Mr. Appleford has sold his Thamesville paper to A. H. Drummond.

A. E. Pennell, proprietor of The Markham, Ont., Sun, has sold out.

George Young, proprietor of The Trenton, Ont., Courier, is advertising his business for sale.

F. Longueville Snow has registered as proprietor of The Snow Law Publishing Co., Montreal.

D. McCuaig, proprietor of The Westville, N.S., Free Lance, has sold out to J. W. H. Sutherland.

R. Appleford & Son, proprietors of The Blenheim, Ont., Tribune, have been succeeded by L. M. Appleford.

W. F. Traves has sold The Port Hope Times to W. Swaisland & Co. Mr. Swaisland was formerly secretary of The London Free Press Co.

The Greenwood Miner has passed under the management of W. S. Keith; the job office continuing in the hands of E. M. Grace.

R. W. Dillon, lately of The Stratford Beacon, is now editor and publisher of The St. Marys Argus, succeeding W. K. MacLeod, who purchased the paper in 1887.

PERSONAL MENTION

Cavil McQuesten, of Hamilton, has joined The Toronto News staff.

W. E. Sheppard, of The Merriton Advance, has joined The Hamilton Times staff.

R. B. Bennett, of The Whitewood Herald, has joined The Vancouver World staff.

F. I. Clarke has been succeeded in the editorship of the Nanaimo, B.C., Herald by Hugh Atkin.

E. H. Macklin, cashier of The Toronto Globe, has gone to Winnipeg to be business manager of The Free Press.

W. H. Hunt, of The Moosomin Spectator, has been appointed business manager of The Rat Portage News office.

Wm. Hill, of The Caxton Press, Toronto, died in Toronto last month after being 43 years in the printing business.

Allan S. McLean, the London, Eng., correspondent of The Toronto Globe, is in Canada on a visit to his relatives, and will spend some time with his father, M. Y. McLean, of The Seaforth Expositor.

THE LIBEL LAW.

In Mayor Macdonald's suit against The Mail and Empire the jury awarded \$100 damages.

The suit of J. P. Downey, of The Guelph Herald, against The Guelph Advocate for a letter in its columns resulted in a verdict for the defendant.

Recorder Poirier complained of an article in Les Debats, a small paper issued on Sundays in Montreal by

J. E. Pelletier, and, summoning the editor before him, said: "You are young, very young, to direct a paper. But I recall my youth, and I am too sympathetically inclined to those following this career to be severe. I do not forget that I was at one time engaged in journalism. I could send you to prison, and compel you to furnish reasonable security to guarantee your future conduct. I will do neither the one nor the other, hoping that this lesson will prove profitable and salutary."

The grand jury returned no bill in the case against C. Wentworth Sarel, editor of The Kamloops Standard, for an alleged libel on the Lieutenant-Governor.

NEW PUBLICATIONS.

The Slocan Drill is a new weekly in the British Columbian mining district.

The daily edition of The Sydney, B.C., Advocate will appear May 1. Mr. MacKeen has been buying a new equipment in Toronto.

W. J. Thompson, of The Elkhorn Advocate, has purchased a complete and up-to-date newspaper and job plant to start a paper at Moosomin. It will be called The Moosomin World.

IMPROVEMENTS AND SPECIAL ISSUES.

The Orange Sentinel has been enlarged and improved.

The New Glasgow, N.S., Chronicle is out in a new dress of type.

A new Monona press has been put in by The Van-ckleeck Hill Review.

An addition is being built to The Yarmouth, N.S., Herald office, so as to give increased accommodation to the press and composing rooms. The proprietor has lately added a stereotyping plant to his complete equipment.

POLITICAL EDITORS ORGANIZE.

AT the conclusion of the recent meeting in Winnipeg, of the Western Canada Press Association, a number of the Liberal editors present thought it advisable to form a Liberal Editorial Association. The purpose of the organization was to secure harmonious and united action among Liberal editors in advocating the Liberal cause and spreading Liberal views among the electorate. The object was not uniformity, but unity. It was also thought that members who wished to use illustrations or secure special articles could, by cooperating, greatly reduce the expense. As the main purpose is to consult with one another and decide upon advisable lines of action, there will be no fees and no expenses connected with the association. There will be a meeting in Winnipeg, April 20, but the officers elected provisionally, are: President, Walter Scott, Regina; vice-president for Manitoba, Jno. Ridington, Carberry; vice-president for Territories, A. Stewart, Prince Albert; secretary, G. D. Wilson, Brandon.

Executive committee, N.W.T.—A. Stewart, Saskatchewan; Thos. Miller, West Assiniboia; John Nichol, Grenfell, East Assiniboia, J. H. McDonald, Alberta. Executive committee, Man.—Geo. Patterson, Brandon; H. C. Clay, Marquette; J. F. Galbraith, Lisgar; A. Dunlop, Macdonald; A. Stratton, Selkirk, A. J. Magurn, Winnipeg.

DOES A PARTIZAN PAPER PAY?

UNDER this title F. H. Young, of The Genoa Leader, discussed before the Nebraska Press Association the profitableness generally of partizanship in the conduct of a newspaper. He said the successful business man does not mix politics with his business, and argued that if he did, his business would suffer therefrom. The same, he thought, was true of the newspapers. The partizan publishers drives from his paper much business by an unwise course. He thought it was not necessary, because one ran a partizan paper, to offend people of other political beliefs. Mr. Young went on to say:—

"How many of you have not published columns of what they knew to be political rot? How many have not supported men whom they knew to be unworthy of the support of any honest man, incompetent and unfit to fill any office? How many have not helped for the party's sake to whitewash a public official who had betrayed every principle his party had ever advocated? We have all done this, to a greater or less extent, and must continue to do so as long as we publish a partizan paper. The party bosses demand it, while our readers imagine that we receive yearly a wad of boodle several feet in diameter. Such are the political inconsistencies of the ordinary, otherwise broadminded editors of Nebraska, that we believe we are safe in saying that 75 per cent. of the voters really believe we receive large pay for the vast amount of political rot we publish, and our influence with the masses is lessened by just the extent this belief prevails.

"And, now, my friends, to moralize a little: When the country press of Nebraska ceases to bow the knee to party bosses; when the editors cease to fill their columns with what they know to be political rot; when they cease to support unfit and dishonest men for the party's sake; when they cease to whitewash unfaithful officeholders, then will thieving officials and the betrayal of public trusts of all kinds cease to exist throughout this broad domain of ours."

GRATUITOUS ADVICE FROM WITHOUT.

Nearly everybody not engaged in journalism believes that he could run a newspaper better than those regularly in the business, says The Cincinnati Enquirer. General Benjamin Harrison is not an exception to the rule. To the conductors of a new daily paper he wrote: "You will want to aid in the formation of a sound public sentiment, but will not, I hope, attempt to govern. Do not forget that there are intelligent and well-meaning people not engaged in newspaper work." Great truth. There are also intelligent and well-meaning people who are not engaged in the practice of law or the active running of politics. Of course, a great deal is to be accomplished in almost any sphere of human effort by self-possession and modesty; but cases arise in which it is necessary for the newspaper to use club tactics. There are rascals who can be reformed only by having the political life battered out of them, on the same principle that the only good Indians are dead Indians. Otherwise the gang and peanut politicians will run the newspapers.

THE LEADING PRINTING
INK MANUFACTURERS are

KAST & EHINGER,

Makers of all kinds of

Lithographing, Printing and Fine Half-tone Inks,
Printing Inks for Bookbinders.
Three-color Process Inks a Specialty.

CHAS. HELLMUTH,

Manufacturing Agent.

OFFICES AND FACTORIES:

NEW YORK

CHICAGO

46-48 E. Houston St.

357 S. Clark St.

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

FOR SALE.

CYLINDER PRESS FOR SALE—OPTIMUS, 32 x 47—GOOD AS
new. Owner has no use for it. Bargain; speak quick. 76 Nelson
Street, Toronto. (4)

**If you Want to Learn Anything
About Advertising.**

If you are a business man and get or want
to get business by any kind of advertising
and want to know how to advertise and
make money or if you are an employe and
expect to go into business for yourself; or
if you want to get into a new and profit-
able profession—we furnish the founda-
tion—the accumulated knowledge on the
subject. Investigation costs you nothing.
Invaluable information will be sent free.
Address Advertising World Publishing Club, Columbus, O.

Cover Papers

of all descriptions, in stock and made
to order, at lowest market prices.

Try . . .

Khaki Cover

20 x 25

For Programmes, Covers, or for Advertising
Work.

CANADA PAPER CO.

LIMITED

Prompt shipment and careful
attention to letter orders.

Montreal and Toronto.

NEWS

PRINT

BOOK

COVER

POSTER

.PAPERS.

MANILA

BROWN WRAPPING

TISSUE, Etc.

We defy competition when quality
is taken into consideration.

The **E. B. EDDY CO.**, Limited

HULL. MONTREAL. TORONTO.

PRINTING PRESSES

FOR ALL CLASSES OF LETTERPRESS WORK.

The Miehle

HIGH SPEED, FOUR ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in eleven sizes, from 26x36 to 48x65. This press is built to do the finest class of printing, and is specially adapted for half-tone work both in black and in colors. It is the standard Flat-Bed Press of the world to-day, as the producer of a greater quantity and finer class of work than any other press on the market.

The Miehle

HIGH-SPEED, TWO-ROLLER, FRONT DELIVERY, TABLE DISTRIBUTION BOOK AND JOB PRESS. Made in six sizes, from 30x42 to 45x62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four, otherwise it is similar in all its other features, and is faster.

The Miehle

HIGH SPEED, TWO-ROLLER, REAR DELIVERY, "RACK AND PINION" DISTRIBUTION JOB AND NEWS PRESS. Made in five sizes, from 30x42 to 43x50. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more specially adapted is newspaper and poster work. Felt packing used. It is very fast.

The Miehle

HIGH-SPEED PONY PRESS, TWO-ROLLER, REAR OR FRONT DELIVERY, "RACK AND PINION" OR "TABLE" DISTRIBUTION. Made in two sizes, 25x30 and 26x34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR NEW SHEET DELIVERY

Which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS, AND OTHER PARTICULARS, ADDRESS

The Miehle Printing Press & Mfg. Co.

MAIN OFFICE AND FACTORY,

Cor. Clinton and Fulton Streets, CHICAGO, ILL., U.S.A.

Canadian Agents: TORONTO TYPE FOUNDRY CO., Limited, Toronto