

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

THE CANADIAN PRINTER AND PUBLISHER

Vol. IX.—No. 8.

TORONTO, AUGUST, 1900.

\$2 00 PER YEAR.

THE MONOLINE

Is the best Composing Machine, casting a single line at each revolution, from matter composed by an operator on an ordinary key board. The price of the Monoline is \$1,100, and will be sold upon easy terms. The value of the Monoline machine can be saved in one year by any office that has sufficient work to keep one busy, setting as they do from 4,000 to 4,500 ems per hour, and are giving universal satisfaction wherever used. The Monoline is in use in the following Printing Offices, to whom intending purchasers are referred :

La Patrie, Montreal, 8 machines, The British Whig, Kingston, 7 machines, The Sentinel-Review, Woodstock, 5 machines; The Chronicle, Quebec, 4 machines, The Telegraph, Quebec, 4 machines; The Central Press Agency, Toronto, 2 machines, The Sherbrooke, P.Q., Gazette, 2 machines, The Recorder, Brockville, 2 machines; The Welland Tribune, 1 machine; The True Witness, Montreal, 1 machine, The Tribune, North Toronto, 1 machine, The Chronicle, Halifax, 4 machines, The Journal, Montreal, 8 machines; The Morning Post, Hamilton, 3 machines; The Warder, Lindsay, 1 machine.

THE SENTINEL-REVIEW,
Woodstock, Ont., Feb. 24, 1900.

MY DEAR MR. SCUDDER:

Respecting our four Monolines, which were installed something over a year ago, I would say that, barring their initial performance, they have given perfect satisfaction. We are thoroughly satisfied as to their capacity and working qualities, and for months they have been running steadily without the slightest hitch. Their saving has been remarkable over hand composition, although the latter was as low here as in any town or village in the country.

During the past month, January, the total composition in this office, including wages to operators, gas and other expenses, amounted to \$181.33. The same composition by hand at our old rates would have cost \$181.37, thus effecting a saving of \$120.14 for the month, or 66 per cent. Should the interest on the machines be deducted the net savings would be \$96.14 or 53 per cent.

Our operators range from 140,000 to 220,000 ems per week of 50 hours, our best string being 42,500 in 5¼ hours. Our opinion is that the Monoline is the machine of the future, for offices such as ours, and indeed for the vast majority of printing offices everywhere. I can with perfect confidence recommend it to other publishers.

Very sincerely yours,
ANDREW PATULLO.

CHRONICLE PRINTING CO.,
Quebec, March 29th, 1900.

The Canadian Composing Co., Montreal.

DEAR SIRS.—The three Monoline machines installed a year ago are now giving entire satisfaction. Our fastest operator averages about 40,000 per night of 7½ hours. We have two others who are equal to 25,000 or 20,000 a night. Being a morning paper we pay 10 cents per thousand, which, including other expenses, brings the cost of composition down to about one-half what we paid for hand work. The Monoline I consider the typesetting machine of the future.

Very truly yours,
HORACE WALLIS.

THE DAILY TELEGRAPH,
Quebec, March 24th, 1900.

Canadian Composing Company, Montreal

DEAR SIRS.—We have now been using the Monoline machines in our establishment for over one year.

They were selected by the writer after studying the advantages of all other machines. Our office has never experienced any trouble whatever during this period, and the machines are if anything better to-day than when we purchased

them. Within a very short time after their installation our typesetters were fully competent to run them at a creditably fast rate of speed, and now they are setting over 200,000 ems per week without any exertion. In fact, the machines have done more than we ever expected from them, and have given us satisfaction in every respect.

We do not know that we can say anything more favorable to the Monoline machine.

Yours, very respectfully,
FRANK CARREL.

Prop. Daily Telegraph and Saturday Budget.

Brockville, April 21st, 1900.

GENTLEMEN.—Looks to me as if your Monoline will supersede all other typesetting machines. Particularly it is ideal for offices such as ours, as it is so easily operated that a novice can master it in a few weeks, and so simple that no machinist is needed to keep it in order. I put two case hands on the machines placed in The Recorder office, and though they had never seen Monoline before, in a very few days they reeled off strings that rejoiced the heart of the editor and sent consternation among the copy producers.

I consider them one of the most successful labor saving inventions of the century.

Yours,
GEO. P. GRAHAM.

TORONTO TYPE FOUNDRY CO., Limited, TORONTO
GENERAL SELLING AGENTS.

The Making of Blank-Books

WE MAKE a specialty of high-grade Blank Account Books. A good Blank-Book cannot be made in two or three days, as the glue must have time to "set" before the book is handled; but those made by us are guaranteed to be satisfactory in every respect.

In the making of Books we use only the best grades of bookbinders' glue, the boards in the back and sides are hard as nails, and the leather is the best that the British and American markets can produce. Our workmen have been trained in our own factory and are therefore thoroughly competent and reliable.

We make books of all sizes, kinds and descriptions, and, being wholesale stationers, we have at all times a large stock of the best grades of Ledger papers, specially suited for Blank-Books. Special attention is given to Bookbinding for printers and those of the trade requiring books for their customers.

**WARWICK BRO'S & RUTTER, 68 AND
70 FRONT STREET WEST, TORONTO.**

Printer and Publisher.

VOL. IX—No. 8.

TORONTO, AUGUST, 1900.

\$2.00 PER YEAR

Newspaper Reports of Speeches are Copyright.

CURIOUS AND INTERESTING DECISION IN THE IMPERIAL FINAL COURT—
CAN IT BE MADE TO APPLY TO CANADA?

MUCH interest centres upon the decision by the House of Lords, August 6, in favor of newspaper copyright in speeches. It is now established by legal decision that a newspaper report of a man's speech is copyright and cannot be reissued in another form without permission.

The case arose in this way. John Lane, the London publisher, issued in book form a number of recent speeches of the Earl of Rosebery. The reports used were those in *The Times* newspaper. At once Messrs. Arthur F. and Godfrey Walter, acting for *The Times*, took steps to restrain the circulation of the book.

THE CASE FOR THE NEWSPAPER

Their case was that they had for many years employed skilled persons to attend public meetings and to compose descriptions and reports of the proceedings and of the speeches made there for publication in *The Times* on the terms that the copyright in such descriptions and reports should belong to such proprietors, and they had for years past incurred a large expenditure in payment for such descriptions and reports. The persons so employed took notes of the proceedings, and so far as possible verbatim shorthand notes of the speeches, and afterwards composed a descriptive account of the proceedings, and carefully transcribed their shorthand notes, and corrected, revised and edited the transcript, eliminating repetitions, correcting and supplying manifest errors and omissions, and verifying quotations, and then so arranged the descriptive accounts of the proceedings and the finally edited reports of the speeches as to represent as accurately as possible the proceedings, and the material parts of and the sense of the speeches, and these operations involved considerable skill and labor. Under these arrangements the proprietors published descriptions and reports in *The Times* of various speeches of Lord Rosebery, and complied with all the

requirements as to registration contained in the *Copyright Act*, 1842. In June, 1899, the respondent published, without the consent of the proprietors, a book entitled, "Appreciations and Addresses by Lord Rosebery," which contained verbatim, or nearly verbatim, copies of the reports of the speeches published in *The Times*. Lord Rosebery had never claimed, and did not claim, the copyright in any of the speeches.

PREVIOUS LEGAL PROCEEDINGS.

On June 30, 1899, the appellants commenced an action in the Chancery Division against the respondents, claiming a declaration that they were entitled to the copyright in the reports published in *The Times*, and an injunction to restrain the respondent from infringing such copyright. During the proceedings the respondent admitted that if the reporters, by whom the reports were composed, were the authors of them, within the meaning of the Act, the proprietors of *The Times* were entitled to the copyright therein. He, however, alleged that the reporter was not the author or composer of the matter in which he claimed copyright within the meaning of the *Copyright Act*, 1842. Mr. Justice North decided in favor of the contention of the appellants, holding that a speech and the report of a speech were two different and distinct things, and that there might be copyright for the reporter in his report of a speech even as against the orator. The Court of Appeal, however, reversed this decision, being of opinion that the reporter was not an author within the meaning of the *Copyright Acts*, and that in the case of verbatim reports, he added nothing to the words already published, which gave him a copyright in his report. Hence the present appeal, by which the appellants sought to have the judgment of Mr. Justice North restored.

DECISION OF THE FINAL COURT.

On August 6, the Lord Chancellor (Lord Halsbury) gave judgment on the arguments which had taken place

before the House of Lords sitting as a final court of appeal. He said: "I should very much regret if I were compelled to come to the conclusion that the state of the law permitted one man to make profit and to appropriate to himself the labor, skill, and capital of another. And it is not denied that in this case the defendant seeks to appropriate to himself what has been produced by the skill, labor, and capital of others. In the view I take of this case, I think the law is strong enough to restrain what, to my mind, would be a grievous injustice. The Copyright Act confers what it calls 'Copyright,' which means the right to multiply copies which it confers on the authors of the books first published in this country. That the publication in question, namely, 'Reports of Lord Rosebery's Speeches,' are simply copies of what was first printed in *The Times*, is not denied. And further, it has not been, and cannot be, denied that they were originally as in *The Times*, a sheet or sheets of letterpress, and came within the definition of the Act as a book. The speeches, therefore, and the sheets of letterpress in which they were contained, were books first published in this country, and, I confess, upon looking at the definition and the right conferred, I am wholly unable to discover why they are not protected by the statute from being pirated by unauthorized persons.

"I do not understand the explanation the Court of Appeal gives the application of the word 'author' to such publications as directories, red books, maps, etc. If the maker of a directory, red book, or map is an author, one has to analyze what the distinction between the author, as thus referred to, and the author of a spoken speech. If the producer of such a book can be an author within the meaning of the Act, I am unable to understand why the labor or reproducing spoken words into writing or print and first publishing it as a book does not make the person who has so acted as much an author as the person who writes down the names and addresses of the persons who live in a particular street.

PROPRIETARY RIGHT AND COPYRIGHT.

"The judgment of the Court of Appeal rests solely on the use of the word 'author,' and I cannot help thinking that some confusion has been created between two very different things. One, the proprietary right of every man in his own literary composition, and the other the copyright, that is to say the exclusive privilege of making copies created by the statute. The question is solely whether this book (to use the language of the statute), printed and published and existing as a book for the first time, can be copied by someone else than the producer of it by those who have not produced it themselves, but have simply copied that which others have labored to create by their own skill and expenditure.

"It is admitted, apparently, by the Court of Appeal (and, indeed, insisted on as part of the reasons for their judgment), that the owner of an unpublished manuscript, although not the author of it, acquires copyright in it by first publishing it. And I observe that it is said Lord Rosebery had no copyright in his speech, and although he could have acquired copyright in it by putting it into writing and printing and publishing it, he did not do so. Here again

the implied proposition is that the only person who could gain copyright in his speech is the person who spoke it, and that the word 'original' must by construction be read into the statute, that the true analogy is the true and first inventor of the patent laws. I think the analogy is a false one. But if it were strictly pursued I think it would not be favorable to the defendant. An importer of a foreign invention is, for the purpose of the patent laws, an inventor, and, as Lord Brougham said, there were two species of public benefactors—the one, 'those who benefit the public by their ingenuity, industry and science, and invention and personal capability; the other, those who benefit the public without any ingenuity or invention of their own by the appropriation of the results of foreign inventions. Now the latter is a benefit to the public incontestably, and, therefore, they render themselves entitled to be put upon somewhat, if not entirely, the same footing as inventors.'

REPORTERS AND IMPORTERS.

"I might paraphrase Lord Brougham's language by asking whether those who preserve the memory of spoken words which are assumed to be of value to the public are not entitled to the analogous merit which Lord Brougham attributes to the importer of foreign inventions? I have not insisted upon the skill and accuracy of those who produce in writing or print spoken words, it is not because I think the less of those qualities, but because, as I have endeavored to point out, neither the one nor the other are conditions precedent to the right created by the statute. That right, in my view, is given by the statute to the first producer of a book, whether that book be wise or foolish, accurate or inaccurate, of literary merit or of no merit whatever.

"It is said that in the view I have suggested there would be as many copyrights as reporters. I don't see the difficulty. Each reporter is entitled to report, and each undoubtedly would have a copyright in his own published report. But where is the difficulty? Suppose a favorite view—a dozen artists take independently their own representation of it. Is there any reason why each should not have his own copyright, or even a photograph where each photograph is taken from the same point, and in the same state of the light, would be identical in all respects. There is, of course, no copyright in the view itself, but in the supposed picture or photograph there is. It may be there is a confusion of thought between the difficulty of proof of the piracy and the existence of piracy. There, as I have said before, no such difficulty arises, since it is admitted that the report of these speeches is not the result of independent labor, but is taken from *The Times*. I think the judgment of Mr. Justice North was right, and that the only answer sought to be given to it by the Court of Appeal was the restricted use of the word 'author,' with which I have endeavored to deal. I, therefore, move your lordships that the judgment of the Court of Appeal be reversed with costs, and the judgment of Mr. Justice North restored."

Lords Davey, James and Brampton concurred in the view taken by the Lord Chancellor, and read judgments in

favor of the appellants, but Lord Robertson was of the same opinion as the Court of Appeal.

The result was that the judgment of the Court of Appeal was reversed, and the judgment of Mr. Justice North restored.

The injunction to restore the publication was made perpetual, and the respondents ordered to pay costs.

[The applicability of the above to Canadian newspapers is a question of some concern. It may not be generally known that the best legal opinion inclines to the view that the British Copyright Act of 1842 is now in force in Canada. The decision here recorded is simply an application of that Act to newspapers.—Ed PRINTER AND PUBLISHER]

A LETTER FROM LONDON, ENG.

EDITOR PRINTER AND PUBLISHER :

SIR,—I promised to send you a brief account of my impressions and experiences while here and at Paris. But I am afraid the promise cannot be fulfilled, as no such account could be brief—the experiences are too varied and the impressions too many.

The predominant impression at the moment is one of grateful relief to find myself, though in the heart of London, in a commodious reading-room essentially Canadian. The Globe is to be congratulated on the success of its enterprise in opening to its friends these hospitable offices, and on its choice of a representative, as the warm, genial handshake of Roy V. Somerville does much to make these rooms a favorite resort of Canadians while here. A casual glance through the registration book shows the signatures of visitors from all sections of the Dominion.

It seems quite natural to see across the room A. F. Pirie, the Dundas humorist and orator, who seems to be having a good time away from the cares of journalism and politics.

Mr. Somerville, by the way, is a former Dundas newspaperman, and he has not lost his interest in country newspaper publishing. I had a short talk with him a couple of days ago which, if I could repeat it, would not be without value to your PRINTER AND PUBLISHER readers. But I will only attempt to give you one point he emphasized. While proprietor of The Dundas Banner he made it a point to give each of his apprentices a thorough knowledge of the printing business in his five years' term. This necessitates a system of work and a watchful knowledge of each of his boys' progress. These are two essentials, in his opinion, of the successful management of any business—system and observation. Being a skilled printer himself gave him a great advantage, too, in the training of his boys, and the most economical production of work in his office. He testifies to the value to the office, especially in the last two years, of carefully trained apprentices. And he maintains that the country-taught printer is greatly superior in general knowledge of the business to his city-trained rival. I suppose most of your readers coincide with that belief.

I just got back from Paris on Thursday. I suppose you would like a description of the printing machinery, etc.,

on view there. Well, I am not going to attempt it. To give a description of a web press, so constructed as to print simultaneously in seven or eight colors, would require more space than this note will afford. The principle of the machine was simple enough. There were eight ink fountains, distribution rollers, etc., each fountain being filled with a separate color and inking a different plate. As this necessitated eight small cylinders for the plates and as many tympan, you may imagine that the construction of the machine was as complicated as the principle is simple. It is a triumph of mechanical rather than of inventive skill. Though this machine was the most complicated shown there were many just as unique in design and nearly as remarkable in their workings as this mammoth. The Linotype attracted about as much attention as any machine in the exhibit.

But all these machines are pigmies compared with the paper-making machinery shown near by. I did not see this working, yet one could almost trace through its complications the process which transforms the solid beechwood into the great varieties of paper we have become used to.

A visit to this small section of the Exposition showed me in a most conclusive way what lavish expenditure, thorough preparation and artistic arrangement can do in making a "World's Fair," worthy of the world.

I am thoroughly satisfied with my trip, yet it has included its tiring features, so I am grateful to The Globe for the relief I experience here.

D. O. M.

LONDON, ENG., August 1, 1900.

THERE ARE OTHERS.

Lippincott's Magazine revives an ancient story of Horace Greeley's wit, but it is good enough to bear reproduction :

While in Peekskill Mr. Greeley was sitting on the hotel piazza, conning the columns of The Tribune, when a stranger came along, glanced contemptuously at the paper and then remarked :

"Fine sheet you've got there, mister! I used to read it myself, but I've subscribed for a decent paper now, and as fast as The Tribune comes along I feed it to my goat. That's all it's fit for.

Greeley glanced up over his paper with a quizzical smile.

"So you feed your goat on Tribunes do you?" he asked in the mildest of accents.

"Yes, sir, I do," blustered the stranger.

"All right, my friend," said Mr. Greeley, "keep right on reading some other paper and feeding your goat on Tribunes and I'll guarantee in three months' time the goat will know a darn sight more about what is going on in the world than its owner does!"

The death at Ottawa, August 4, of Georges Isidore Barthe, removes an old journalist well known in Quebec. M. Barthe, who had of late filled a position on the House of Commons staff, was instrumental in establishing The Three Rivers New Era in 1854, and some years afterwards The Sorel Gazette. He sat as a Liberal for Richelieu in Parliament previous to 1878.

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.

FULL NAMES OF IMPOSITION SHEETS.

IRA ENOS, PRINTER AND PUBLISHER, — Should an apprentice who has just left a country newspaper office with four years' training know how to impose? I have never imposed any form of more than eight pages, but think I could do it if I had time to reason out how it should be done.

APPRENTICE.

Answer—Doubtless, "apprentice," you could reason out how to lay out a larger form than a quarto, but you will not find employers who are willing you should so use their time. A "make-up" or "stone hand" must know the names of the sheets, and also know how to lay out every form of common usage. It is not necessary that all printers should know this, as the "case hands" seldom are asked to do this work. But the printer who has mastered the system of laying out all sizes of forms, has an undoubted advantage. As a foundation, get the following facts firmly fixed in your mind:

- A sheet of folio contains 4 pages.
- A sheet of quarto contains 8 pages.
- A sheet of octavo contains 16 pages.
- A sheet of 12's contains 24 pages.
- A sheet of 16's contains 32 pages.
- A sheet of 18's contains 36 pages.
- A sheet of 20's contains 40 pages.
- A sheet of 24's contains 48 pages.
- A sheet of 32's contains 64 pages.
- A sheet of 36's contains 72 pages.
- A sheet of 40's contains 80 pages.
- A sheet of 48's contains 96 pages.
- A sheet of 64's contains 128 pages.
- A half sheet of quarto contains 4 pages.
- A half sheet of octavo contains 8 pages.
- A half sheet of 12's contains 12 pages.
- A half sheet of 16's contains 16 pages, and so on as to all other half sheets.

A half sheet of 64's is simply the two forms of a sheet of 32's put together, the inner form being turned around so as to put the second page on the far left-hand corner.

As you have served but four years' apprenticeship, you may yet before you finish your training have a chance to learn, by practical experience, the best methods of laying out all sizes of forms. Study all you can on the subject, however. I may have more to say on this subject before long.—IRA ENOS.

A PAYING EXPERIMENT.

By the exercise of a little ingenuity it is sometimes possible to make a profit on a job that at first sight looks to be altogether hopeless, says a writer in *Typothetae and Platemaker*. I remember at one time being offered a four-

page catalogue if I would do it for so much—a very low price. I figured on it a while. It was to be on special paper, sample enclosed, which I knew cut from flat cap (14x17). There were 4,000 copies, so the paper was the greater part of the cost. I found it was going to cut very badly to waste. I could at first think of no use for the paper I should waste, and was about to turn the job down, as I never cared to do work at a loss. But suddenly it occurred to me that I might make some "baby" statements out of the waste, and use them for advertising purposes for myself. This, of course, was experimental; but I resolved to risk it, and so took the job and went ahead. The paper was a peculiar shade of green, and I used a handsome purple ink that harmonized with it in a manner that was simply "stunning." I distributed the statements widely, both in the regular course of sending bills and as advertisements, and for the sake of justifying myself in my experiment kept tab on them, as far as possible, during the few months I had them about to see what results they brought me. I was able to figure up, directly and indirectly, that I made from them over \$200. Not bad for a \$16 "experiment."

ITEMIZED ESTIMATES.

A habit which, according to an exchange, has aided materially in bringing around the extremely low prices for printing, is the pernicious habit of furnishing itemized estimates for work, and I regard it as reprehensible on the part of some of the trade journals to print so many exhibits of estimating forms in their columns. This knowledge belongs to the printer exclusively, and should not be given publicity that would be likely to find its way into mercantile counting-rooms. The time was when the printer was enabled to charge a small advance on printing paper over the dealer's price, but at the present day he is often surprised to learn that the merchant is able to quote him a lower price on paper than he has set down in his estimate. The result has been that the printer is now frequently asked to estimate on the composition and presswork only, upon jobs requiring all the way from 1 to 50 or more tons of paper. This condition of affairs has been brought about by the giving of itemized estimates. The discontinuance of the practice should be strongly and vigorously advocated.

HOW TO KEEP SORTS.

In nearly all printing offices, from the largest city job rooms to the smallest country printing offices, difficulty has been experienced in keeping sorts in a satisfactory manner. To printers who are now seeking a good system of handling sorts, the following suggestion of "Hyphen," in *The Practical Printer*, may be of value: "Instead of the old cigar box, which is everlastingly misplaced when needed and never handy of access, have a number of little

We Have Kept Pace With Progress

Have you?

What do your customers think about it?

You don't know.

You can only make a guess.

If you are using the bargain-counter kind of inks "for economy's sake" you are not doing first-grade printing.

You should use the Ault & Wiborg inks—the world's best.

Perhaps you rarely have complaints about the quality of your printing and probably you are often complimented.

But those facts prove nothing.

The majority of your customers will not make a fuss when they are only slightly displeased.

Many of them consider it good policy to jolly you whenever they have an opportunity, whether they like your work or not, especially if you have a newspaper.

Some do not know the difference between first and second-grade printing.

Some may think your work is better than your competitor's work but not as good as it should be.

Those who leave you do not give their reasons. You may think your competitor has underbid you when he is really charging more and getting the business because of the better work that Ault & Wiborg inks enable him to do.

Some people see samples of your printing and never give you even a trial order because they observe the fact that you use inferior inks. You think the reason they do not patronize you is because the other fellow has some kind of a pull.

To sum it up, your customers think all sorts of things about your printing and you are more likely to find out exactly what they think if you do first-class printing than if you do second-class printing. You cannot afford to use poor inks on the work you do for people who do not appreciate the best because the other (and larger) class of people will find it out. Ault & Wiborg inks are the best that can be made—better than any other makers have ever succeeded in producing.

They are the standard of the world. They are sold at the lowest prices for which the best inks can be sold. There are inks that cost less for just the same reason that brass jewelry costs less than gold jewelry.

You should have our catalogue.



KEPT IN STOCK BY . . .

The Toronto Type Foundry Co., Limited

AT ALL THEIR BRANCHES.

canvas bags made, in size about $3\frac{1}{2}$ to 4 x 6 inches, with a stout "pucker" string at the top; one bag for each character of sorts required for the font, and each one properly marked so as not to mix them, this being done with Dennison's wired price tags. Then, at some convenient place on the wall, put up a board with a number of small hooks in a row upon which to hang the bags by the string—labeling each hook, above it, the character contained in its bag, with the name and size of the type above all. Each separate font will require its board and bags, but the room thus employed is small, and the sort bags occupy space rarely utilized otherwise. A glance at the bags suffices to tell just what sorts are on hand, and a touch of the hand says what quantity. When the supply man comes to see you no waste of time is incurred in looking up what is needed. The best feature of all, however, is the fact that all sorts are constantly in view, do not accumulate dust and can never be stowed away under stands, etc., to be lost when needed and found when not required."

A WORD TO THE APPRENTICE.

While the grade of printing does not vary so much between the up-to-date printing office of country towns and large cities, yet the surroundings for the boy who is taking his initiatory steps in the trade are of a considerably different nature, says James A. Cramer, in *The Practical Printer*. In a country office, when the apprentice is first given his position, he has something to do. He not only has to sweep out the office in the morning, wash the rollers and attend to the fires; but before the first week has passed he is given cases, and is taught the use of the stick and rule. It is at this point when he begins to develop his artistic ability, and if he could realize what is to be built upon his first few weeks' work, there would be many less traveling "prints" than there are to-day.

The first essentials toward becoming a success at the trade, are that a boy must practice thoroughness, alertness and punctuality. If he has been taught cleanliness at his home he will be quite apt to practise it in his work. There is nothing that shows a boy's traits up so plainly as the fact that he has to be told everything. If he is alert he will hear and understand orders the first time without making it necessary to have the words repeated. Nothing a boy can do will anger a busy man so quickly as to be continually asking unnecessary questions. He should learn to do things without being told; and should take hold of his work as though he enjoyed it—not as though he was in a prison and compelled to do it. A boy who, in his duties, learns the peculiarities of different presses and other machines the first time he is told, takes to his duties as though they were a pleasure to him, and has the make-up of a successful man. In addition to these qualities, he should become interested in the many mysteries of the uninitiated and study the different journals which come to the office. The most successful boy I have ever seen in an office, was one who became a subscriber for *The Inland Printer* before he had served three months' time in the trade.

In large city offices, the apprentice, if put in the composing-room, may never learn the first principle of a press;

and if put in the pressroom, possibly he may never learn the location in the case of a single letter. In smaller cities and country towns, his education is entirely different. He not only learns about the press, but the case as well, and on some occasions takes up the duties of the reporter. In fact, he learns the business from the office door to the wood shed, providing he makes himself agreeable to the other employes. He should remember, however, that he cannot learn it all. Every day will bring chances to learn something new; and if he goes at his work with vim and determination, he will receive, by far, more encouragement than if he only has an eye for the quitting hour.

During my experience as a journeyman I have never known a young man to finish his apprenticeship, who would come to the office late, and besides having trouble with the fires or some other grievance, would manage to raise more dust while he was sweeping than was really on the floor in the first place. It is the boy who goes at his work with the idea of doing it right and speedily—the one who takes pride in the progress he makes who becomes the most successful printer. It is not difficult for a youth, who has had the right home training, to take up a profession or trade and make a success of it. It is the young fellow, who has spent his boyhood disobeying his mother's commands, and in absenting himself from school, who makes every employe in the office disgusted with his presence. It is he who knows more than the entire force before he has put in three months of his time; and it is he who turns into a tourist before he knows enough to do the work of a devil thoroughly and systematically, and then heaps curses upon the hour that he first stepped inside of a printing office.

COMPOSITION.

Composition in printing, as well as in painting, derives its merits or its defects from the attention given to its light and dark shades. In a painting there may be every variety of light and shadow, but if these are not put in their proper places a very poor impression is created. In printing it is the same. The printer has light and heavy faced types to work with. These should be used so as to attract notice to the most important idea in his composition, and not scattered promiscuously through his work. The chances are that if he uses, in setting an advertisement, etc., his heavy type for the important points in the copy, the whole piece will look well when viewed merely as an artistic composition. A lot of care is often bestowed on the work as a whole, and though this is a good thing, the principal points in the ad., or whatever is being set, are not always as attentively looked after as they might be. Along this line *The Inland Printer* has the following:

"He (the printer) is given a certain space to fill. There is a particular idea he wishes to convey, an important point which he wishes to emphasize. It may be an advertisement, a business card or a letter-head on which he is to work. For material to accomplish his end he has the light and dark faced types and his rules, borders, ornaments and spacing, which can be used in countless combinations. If he uses these materials intelligently and in good taste, so that the balance is agreeable and the important point well brought out, it is good composition. If he sets up his

LIST OF Rebuilt Machinery

...FOR THE USE OF...

PRINTERS, LITHOGRAPHERS, BINDERS AND ALLIED TRADES.

Every Machine advertised in this list has been thoroughly overhauled, and will be sent out in guaranteed good working order. Let us know your needs, and we will give you detailed description and prices.

SECOND-HAND MACHINERY:

No. WEB PRESSES.

- 163 **Cox Duplex Q. Q. Machine** in first-class condition, used only four years. This press has two fountains and will run at a speed of 4,000 per hour, printing and folding either 4, 6 or 8 page papers of 6 or 7 columns. Price on application.
- 172 **Goss Stereo. Web Perfecting Press with Folder.** Complete outfit. Prints 1 and 8-page papers of 6, 7 or 8 columns, speed 10,000 per hour. Price on application.

TWO REVOLUTION CYLINDERS.

- 220 **Campbell, 32 x 46, front delivery, 2-roller, table distribution.**
- 131 **Campbell, bed 37½ x 50, front delivery, 2-roller, table distribution.**
- 230 **Campbell, 41 x 66, 2-roller, table distribution, front delivery.**
- 208 **Campbell, 37 x 52, 2-roller, table distribution, front delivery.**
- 219 **Campbell Intermediate, 37½ x 54, table distribution, front delivery, wire springs.**
- (C) **Cottrell, 42 x 60, 4-roller, table distribution, air springs; as good as new.**
- (C) **Huber, 43 x 6, 4-roller, in good order; cannot be delivered until September.**

DRUM CYLINDERS.

- 199 **Babcock Standard, 19 x 24 rack and screw distribution, tapeless delivery, air springs, back-up motion.**
- 123 **Campbell Country, 24 x 24, table distribution, tape delivery, wire spring.**
Campbell Country, 31 x 46, table distribution, tapeless delivery, wire springs. (Montreal branch.)
- 206 **Campbell Complete, 27 x 41½, 4-roller, table distribution, tapeless delivery, wire springs box frame.**
Campbell Country, 32 x 46, table distribution, wire springs. (Montreal branch.)
- 111 **Campbell Complete, 32 x 49½, 2-roller, table distribution, tape delivery, wire springs.**
- 200 **Cottrell Country Drum, 33 x 47, rack and screw distribution, tapeless delivery, air springs. Almost new.**
- 232 **Cottrell, Triumph Series, 33 x 47, tapeless delivery, rack and cam distribution, air springs.**
- 233 **Cottrell, Triumph Series, 33 x 47, tapeless delivery, rack and cam distribution, air springs.**
Cottrell & Babcock, 24 x 30, rack and cam distribution, tape delivery, wire springs. (Montreal branch.)
- 126 **Cottrell & Babcock, 34 x 52, tapeless delivery, rack and screw distribution, air springs.**
- 201 **Cranston, 21 x 24, rack and screw distribution, tapeless delivery, air buffers, back-up motion.**
Cranston, 21 x 23, rack and screw distribution, tapeless delivery, wire springs, back-up motion. (Winnipeg branch.)
- 169 **Cranston, 21 x 30, rack and screw distribution, tapeless delivery, air springs, back-up motion.**
- 139 **Hoe Pony, 16 x 21½, rack and screw distribution, tapeless delivery, wire springs.**
Hoe Pony, 21½ x 23½, rack and screw distribution, tapeless delivery, wire springs. (Winnipeg branch.)
- 107 **Hoe, 31 x 43, rack and screw distribution, tape delivery, wire springs.**
- 203 **Potter, 29 x 42, rack and screw distribution, tape delivery, wire springs.**

No.

- Potter, 32½ x 16, rack and screw distribution, tape delivery. (Montreal branch.)**
- 100 **Potter, 33 x 40, rack and screw distribution, tapeless delivery, wire springs.**
- 101 **Potter, 36½ x 52, 4-roller, tapeless delivery, table distribution, wire springs. Will print 7-column quarto.**
- 158 **Potter, 40 x 54, rack and screw distribution, 2-roller, tapeless delivery, air spring, back-up motion.**
- 221 **Taylor, 28½ x 41, 2-roller, rack and cam distribution, tape delivery.**
- 119 **Taylor, (Oshawa), 30 x 46, rack and screw and table distribution, tape delivery, for hand or power.**
- 216 **Ideal Hand Cylinder, 6 column quarto.**
- 222 **Acme Cylinder, 32 x 45, print 4 5 column quarto.**

WHARFEDALES.

- 128 **Anglo-American, bed 47 x 51, 4-track, 1-roller, patent delivery.**
- 131 **Dawson, 37 x 31½, 3-roller, 2-track, pat. fly.**
- 121 **Dawson, 29 x 31½, 3-roller, 2-track, pat. fly.**
- 251 **Dawson, 42 x 43½, 3-roller, 2 track, tape delivery.**
- 133 **Fieldhouse, 48½ x 53, 4-roller, 2-track, patent fly.**
- 135 **Hughes & Kimber, 37 x 43, patent flyers, 2-track.**
- 118 **Miller & Richard, 18½ x 22, 2-track, 3-roller, patent fly.**
- 165 **Miller & Richard, 30½ x 30½, 3-roller, patent fly.**
- 115 **Miller & Richard, 41 x 47½, patent fly, 2-track.**
- 258 **Miller & Richard, 41½ x 47½, 4-roller, 2-track, patent fly.**
- 102 **Miller & Richard, Quad Royal, 43½ x 15, 4-roller, 4-track, patent fly.**
- 202 **Payne, 37 x 42, 4-roller, 4-track, extra distribution, thin fountain blade, patent fly.**
- 257 **Payne, 38½ x 47½, 4-roller, 2-track, patent fly.**

LITHOGRAPH AND PLATE PRESSES.

- (C) **Two Hoe Litho. Cylinders, 25 x 31; in fine order.**
- (C) **Hoe Litho. Cylinder, takes one 23 x 24.**
- (C) **Hoe Litho. Cylinder, takes stone 26 x 33.**
- 117 **Litho. Furnival Press, 29½ x 31 x, double crown.**
- 116 **Steam Copper Plate Press, 21-inch.**

JOB PRESSES.

- 127 **O. S. Gordon, 7 x 11.**
- 191 **O. S. Gordon, 7 x 11.**
- 196 **O. S. Gordon, 7 x 11.**
- 218 **O. S. Gordon, 7 x 11.**
- 189 **Am. O. S. Gordon, 8 x 12.**
- 175 **O. S. Gordon, 10 x 15.**
- 210 **O. S. Gordon, 10 x 15.**
- 217 **O. S. Gordon, 11 x 19.**
- 215 **O. S. Gordon, 13 x 17.**
- 252 **Improved Gordon, with fountain, 13 x 19.**
- 197 **Empire Jobber, 9 x 12.**
- 218 **O. S. Gally Universal, 13 x 19.**
- (C) **Chromatic Press, 14 x 20.**
(In Stock at Montreal.)

No.

- (C) **Peerless, with fountain and steam fixtures, 13 x 19.**
- Columbian Lever, 6 x 9**
- Pearl, 7 x 11.**
- Standard Lever, 8 x 12.**

PAPER CUTTERS.

- 95 30 inch Gem Lever.
- 191 32 inch Sheridan Power.
- 184 32 inch Westman & Baker Power Cutter.
- 209 32 inch Westman & Baker Power Cutter.
- 227 24-inch Eagle Card Cutter.
- 223 24-inch Eagle Card Cutter.
- 223 28 inch Huggles Card Cutter.
- 141 28 inch Plow Cutter.
- 137 28-inch Plow Cutter.
- 191 28-inch Plow Cutter.
- 17 28 inch Plow Cutter.
- 193 28-inch Plow Cutter.
- 187 32-inch Plow Cutter.

MISCELLANEOUS.

- 103 **Clamp Pad Press.**
- 207 **Simple Book Trimmer.**
- Field House, No. 0**
- 162 **Surguy Stereotype outfit, 8½ x 11 inches Seal Stamper.**
- 201 **Hekok Book Sawing Machine.**
- 224 **Saborn Book Sawing Machine, 5 saws.**
- 228 **H. P. Electric Motor 500 volts.**
- 108 **Hughes & Kimber Paging Machine, 6 wheel.**
- 205 **Hoele Pacer, 6-wheel.**
- 115 **Hoele Pacer, 5-wheel.**
- 122 **Paging Machine, 3-head.**
- 225 **Saborn Foot-stubbing Machine.**
- 151 **Rotary Perforator, 27-inch.**
- 193 **Royle Radial Arm Routing Machine.**
- 118 **Royle Routing Machine, No. 2.**
- 193 **Saborn Hand Embossing Press.**
- 236 **Krause Hand Embossing Press, 7½ x 10 (C) 15 H. P. Oil Gas Engine**
- 211 **Hekok Standing Press, 16 x 24 inch platen.**
- 217 **Hekok Standing Press, 28½ x 48½ inch platen.**
- 231 **Perfection "C" Wire Stitchee.**
- 235 **Perfection "C" Wire Stitchee.**
- 235 **Perfection "G" Wire Stitchee.**
- 106 **Thompson Wire Stitchee, 4-inch.**
- 109 **Hoe Ticket and Numbering Press.**
- 111 **Hoe Stereotype Shaving Machine.**
- 180 **Yarger Improved Staple Binder, No. 9.**
- 130 **Acme Staple Binder, No. 1.**
- 239 **Book Roll-g Machine, 18-inch.**

BOX MACHINES.

- 231 **Scoring Machine, 23-inch.**
- 229 **Brehmer Corner Wire Stitchee.**

HAND PRESSES.

- Washington Hand Press, 6-column folio.**
- Washington Hand Press, 7-column folio.**
- 171 **Washington, plat. n 21 x 33; bed, 24 x 34.**
- 147 **Washington; platen, 23½ x 31; bed, 27 x 27½.**
- 159 **Washington; platen, 32½ x 47½; bed, 29 x 44.**
- 132 **Washington; platen, 22½ x 33½; bed, 26 x 36.**
- 175 **Washington; platen, 24 x 43; bed, 32 x 43.**
- 114 **Washington; platen, 21 x 37; bed, 27½ x 41½.**
- 182 **Washington; platen, 28 x 43; bed, 32 x 49.**
- 213 **Washington; platen, 19 x 23; bed, 22½ x 29½.**
- 190 **Washington; platen, 23 x 3½; bed, 27½ x 46.**
- 140 **Washington; platen, 21 x 33½; bed, 23½ x 39½.**
- 191 **Washington; platen, 25 x 39; bed, 28½ x 41½.**
- 177 **Washington; platen, 25 x 27½; bed, 28½ x 31½.**
- 111 **Washington; platen, 23 x 35; bed, 27 x 39½.**
- 215 **Washington; platen, 29½ x 47½; bed, 22½ x 47½.**

FOLDING MACHINES.

- 156 **Dexter Folder, 7-column quarto, hand feed.**
- 216 **Stonmetz, 6-column quarto, hand feed.**
- 217 **Stonmetz, 6-column quarto, hand feed.**
- (C) **Brown, 6-column quarto, hand feed.**
- 211 **Chambers' Point Book Folder. Three and four fold; folds double 16, and takes paper 24 x 32 and smaller; machine is as good as new.**

TORONTO TYPE FOUNDRY CO., Limited,

BRANCHES

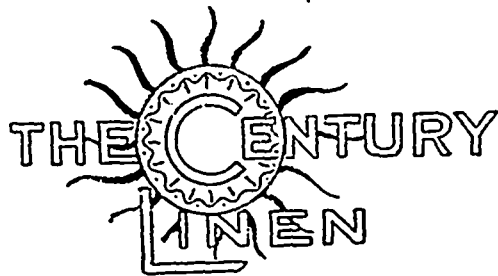
HALIFAX—146 Lower Water St. MONTREAL—787 Craig St.
WINNIPEG—175 Owen St. VANCOUVER—116 Columbia Ave.

70 York Street, TORONTO, ONT.

darks and lights without considering the whole effect, so that the result is spotty and the eye finds no place to rest, and handles spacing so that it means nothing in particular, it is poor composition."

NEWSPAPER HALF-TONES

Half-tone engravings for newspaper work have not been looked upon very favorably by a great many publishers who have tried to get a good effect with fine screen plates, which are fitted for only smooth paper. The Toronto Engraving Co., however, have overcome this objection by the use of coarse screen engravings, which are suitable for any paper, and are largely used on United States papers. This company issue a handsome circular, showing their coarse screen engravings for all sorts of illustrations—portraits, landscapes, buildings, etc., which cannot fail to convince one that they have what is needed by publishers of newspapers and anyone whose work is done quickly and on cheap paper. All publishers and printers who have used The Toronto Engraving Co.'s plates are loud in their praises of them, and coarse screen half-tones are rapidly becoming popular in Canada. The circular the company send out does them credit, both as to the engraving and the general appearance of the book, which is gotten up in a very artistic and up-to-date style. Engraving in fine screen half-tone and all other processes is done by The Toronto Engraving Co. in a manner sure to please anyone who places orders with them.



Paper bearing the above watermark gives excellent satisfaction for all classes of stationery.

Buntin, Gillies & Co., Hamilton, are the agents for Canada, and offer it to the trade in flat paper of all standard sizes and weights, as well as in ruled.

The Press Association of Quebec city has postponed its proposed excursion over the Great Northern Railway until the middle of October.

Geo. D. Wilson, editor of The Brandon Sun, and president of the Western Canada Press Association, died August 7, of typhoid fever. Mr. Wilson's death has given deep pain to hosts of friends. He went to Brandon some years ago as principal of the Collegiate Institute, a post he resigned to start The Sun. As publisher of The Educational Journal he was well known and greatly esteemed in educational circles and at the time of his death was a member of the Brandon School Board. He leaves a wife and five children. The Brandon Times prints a kindly article instinct with real feeling and genuine sympathy.

Heavy Manilla

COIN

ENVELOPES

(OPEN END).

EXTRA GUMMED FLAPS.



Size B

Size C

Size D

Size H

Size J

PRICE LIST***

Size B,	70 cents per 1,000
" C,	80 " " "
" D,	90 " " "
" H,	\$1.00 per 1,000
" J,	1.20 " "

These are great value.
Send for samples

BUNTIN, GILLIES & CO.

HAMILTON.

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

OFFICE OF

TELEPHONE 1730

R. L. Gwatkin, Agent

(Successor to GWATKIN & SON)

THE ONTARIO PRINTERS' EMPORIUM.

THE CASH SUPPLY HOUSE FOR PRINTERS.

67 Bay Street, - TORONTO.

When
You
are
Ready
to Buy

New Type, Second-hand Type, New
Printing Materials or Second-hand
Materials, and you have the **CASH**
to pay for what you require, write me
or come and see me, and I will sell
you cheaper than any other house.

You can select what you require from the following
Specimen Books, viz.:

Barnhart Brothers & Spindler,

Keystone Type Foundry Company,

or The American Type Founders Company.

I sell all kinds of *New Printing* and *Bookbinders' Machinery*,
and have a large stock of rebuilt machinery. I sell machinery on *part*
time and *part cash* basis but only sell Type and Material for *prompt*
cash.

R. L. GWATKIN, Agent.

The MacLean Publishing Co., Limited.

President, JOHN BAYNE MACLEAN, Montreal.
 PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE
 PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRI-
 TORIES, 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.
 ST. JOHN, N.B. (J. Hunter White) No. 3 Market Wharf.
 NEW YORK (Edwin H. Haven) 150 Nassau Street.
 Traveling Subscription Agents - - - { T. Donaghy.
 { F. S. Millard

Subscription, Canada and the United States, \$2.00.
 Great Britain and elsewhere 12s.

Cable Address: "Adscript," London; "Adscript," Canada.

NOTES OF THE WEEKLY PRESS.

QUALITY OF NEWS

THERE is on all sides a wise increase in the quantity of local news. Some of the correspondence is well done. A great many items, however, are simply rubbish and should not appear. Omission of them may, of course, offend the sender and it may, besides, be very difficult to get a new correspondent. But it is equally necessary to consider the reputation of the paper which might suffer seriously in consequence of ill-advised items appearing frequently in its columns. It is poor policy to offend the most influential people in the locality rather than excise objectionable references from a correspondent's copy. The newspaper so eager to fill its columns with a variety of news that proper supervision is neglected makes a very serious error.

REDUCING THE SIZE

Mr. Bradwin has had the courage boldly to reduce the size of The Blyth Standard, and to give the reason to the public. He says: "This step is taken on account of the enhanced cost of producing a newspaper at the present time. It cost us more money to produce four pages this week under the new paper tariff than it did eight pages under the old paper tariff. This piece of information will give our readers an idea of how the newspapers are getting it in the neck at the hands of the paper manufacturers' combine. Although The Standard is smaller in size we purpose making it better in quality and ask our many readers and friends to aid us in this respect. If you have an item of news at any time, let us have it and aid us in making your own local paper newsy."

If the promise of better reading matter is actually carried out, there is no reason to suppose that the paper will suffer at all from the change. If the reduction in size,

however, is accompanied by any neglect of the paper, either as to make-up, quality of news, or other particular, the effect would be bad.

POLITICS IN THE PAPERS.

Editors who happen to be in Parliament, and, therefore, closely associated with one side or other in politics, are by no means the worst sinners in turning the newspaper into a party sheet. The last issue to hand of The Clinton New Era, for example, conducted by Robt. Holmes, M.P., is a conspicuous proof of the very opposite tendency. There is plenty of news in the paper. Correspondence is given from 25 points outside of the town, and there are over four columns of Clinton news. There is only one editorial, and its political tone has a decidedly local interest, being on the condition of the landed proprietors in the county. A political campaign is now approaching, and weekly newspapers are often led into personalities which the politicians themselves would not say, but which they encourage the editors to print.

ADS. ON THE FIRST PAGE.

As a general rule—in fact, one may say almost invariably—the first page of any journal looks better cleared of advertisements. There are cases, however, where a first page can be made to look very well without any reading matter at all. The latest issue of The Meaford Mirror is a case in point. The advertisements are chiefly small ones; they are set up well; and they are arranged with some attention to effect. That is, the double-column ads. are placed together in the inside columns while the smaller, neat, and single-column ads. come on the outside. It is, on the whole, a nice-looking page, and worth considering from the standpoint of these who do not find it pays to clear the first page of ads. altogether.

THE WORLD'S LOOKING GLASS.

A newspaper, as we conceive it, should mirror the general doings of the world, and should reflect the life, the progress and the sentiment of its community, says The Hartford Post. In this work-a-day world of ours there are numberless forces and interests and events that would feel awkward and uncomfortable if listed in a catalogue of "nice things" said about folks. Life is not all maple syrup, without any pickles to whet the appetite; it is not a goody-goody affair; it is not all sunshine, with no shadow or night—not all calm, with no storm. Life is largely made up of strenuous things. Doing counts for more than dreaming. Man grows strong by braving wild nor' easters—and grows weak by lying on flowery beds of ease.

A newspaper that restricts itself to the publication of nice things which it hears about folks, would be like a man who has nothing but sugar on his bill of fare, and who scorns beefsteak and beans and bread and the things that put the muscles in condition for hard work. Sugar has its place at the dinner table, and nice things about folks have their function in the newspaper; but among undesirable things in journalism, nambypambyism occupies a position high up.

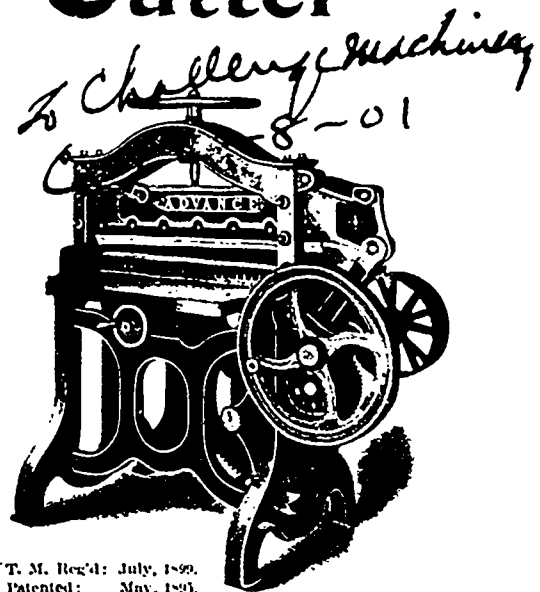
Advance Power Cutter

The best Power Paper Cutter ever made at the price; and, although the cheapest Power Cutter in the market, its construction is first-class. The frame is firmly stayed by two heavy cross-braces, upon which is bolted the truss that supports the centre of the bed, making it perfectly rigid under pressure of clamp and knife. The clamp and gauge-screws, shafts, studs, clutches, and driving gears are cut out of solid steel. Interlocking back gauge and clamp, figured rules in bed, automatic throw-off, and lots of other good points.

To learn all about 'em, JUST DROP US A LINE and we'll send you our latest Illustrated Catalogue; it also gives a whole lot of information about new machinery and labor-saving devices for printers.

Some of our specialties which have made the name "CHALLENGE" so popular:

- | | |
|----------------------------|---------------------------|
| CHALLENGE POWER CUTTER . | CHALLENGE-GORDON PRESS . |
| CHALLENGE LEVER CUTTER . | CHALLENGE COUNTRY PRESS . |
| ADVANCE POWER CUTTER . . | IDEAL HAND CYLINDER PRESS |
| ADVANCE LEVER CUTTER . . . | CHALLENGE REGISTER HOOKS |
| CHALLENGE SECTIONAL BLOCKS | |



SOLD BY DEALERS.
EVERYWHERE . . .

Manufactured by **THE CHALLENGE—**
MACHINERY CO., 2530 Leo Street, CHICAGO.

Publishers: Do You Know?

DO YOU KNOW

That the use of Ready-Prints reduces the cost of production at least one-half over the old system of home print.

DO YOU KNOW

That you can save nearly one-half of your labor by using Ready-Prints.

DO YOU KNOW

That time and labor saved by using a Ready-Print can be profitably employed on job work?

DO YOU KNOW

That by using a Ready-Print you will save more time to devote to local matter, thus making your paper a home paper?

DO YOU KNOW

That a Ready-Print gives a much larger and more varied assortment of reading matter than you can possibly give in a home print?

DO YOU KNOW

That the **TORONTO TYPE FOUNDRY CO., Limited**, of Toronto, is now furnishing the best Ready-Print ever offered Canadian publishers?

DO YOU KNOW

That you can have all the latest telegraphic news in a Ready-Print by placing your order with the **TORONTO TYPE FOUNDRY CO., Limited**?

DO YOU KNOW

That the **TORONTO TYPE FOUNDRY CO., Limited**, can give you almost any class of matter desired in a Ready-Print?

DO YOU KNOW

That high-class illustrations are used by the **TORONTO TYPE FOUNDRY CO., Limited**, in all their Ready-Prints?

DO YOU KNOW

That the **TORONTO TYPE FOUNDRY CO., Limited**, publish the latest Talmage sermon in their Ready-Print?

DO YOU KNOW

That the Ready-Prints furnished by the **TORONTO TYPE FOUNDRY CO., Limited**, are much better and cheaper than home print?

DO YOU KNOW

That good selections, good press work and good paper are the three good points in the Ready-Prints furnished by **TORONTO TYPE FOUNDRY CO., Limited**.

DO YOU KNOW

That the **TORONTO TYPE FOUNDRY CO., Limited**, are confident they can please you in every respect, and they would be pleased to quote prices.

Toronto Type Foundry Co., Limited, Toronto, Ont.

ACCURACY IN REPORTING.

ONE of the highest ideals cherished by the makers of newspapers is to get all and print all the clean, legitimate news, and print it first, says The Muncie News. The struggle to prevent scoops is constant and intense. By methods approved by long experience, all news items are tested before they are passed into the compositor, first for truthfulness and cleanliness, and then to eliminate any possible personal bias or prejudice, including gratuitous advertising, and anything that may inflict unnecessary injury to the feelings of the persons affected. Ideals are not always reached, but high-class journals get as close to their standards as possible, and welcome all honest criticism as a very valuable guide for their efforts.

As in the case with ditchers and preachers, reporters and editors vary in their qualifications. A reporter, however, who is lazy, reckless or inaccurate cannot hold a position on a respectable paper, for those defects of character are fatal to good work, and by all editors deemed incurable. The great elements of value in news items, from the line personal to the longest article, are truthfulness and freshness, especially the former. Carelessness in that direction means a forfeiture of respect for the paper, and that means a loss of business. No one appreciates this more than the editor. Any notion, therefore, that a respectable paper will tolerate slipshod work, or that it will permit the expression of personal sentiment in its news columns, or wilfully and unnecessarily wound any person's feelings, is an erroneous view, arising from ignorance of the nature of the business of journalism.

IT BRINGS DOWN THE FRUIT.

The old lady wondered why the boys threw sticks and stones to dislodge the fruit, when if they would only wait long enough the fruit would fall anyhow. Some dealers wonder why others spend money for advertising when the customers will buy what they want anyhow. The dealer shies his missiles at commercial fruit to be assured of getting his share. If he waits for it to fall of its own accord there will be others to share it or it may be overripe. The business that is obtained without effort nowadays is not often of the desirable kind. Judicious advertising constitutes the greatest of modern efforts.—Farm Implement News.

JOURNALISM AND LITERATURE.

How fond people are of trying to define the boundary between journalism and literature! There is never a time when some writer is not pegging away at it, says an exchange. Failure cannot discourage or reiteration stale; and we may as well expect to see the same thing tried in almost the same language every day for the rest of our lives. In one of the recent attempts, the investigator decides that the difference between journalism and literature is that, while journalistic work is done with the expectation that it will soon perish, literary work is done "in the hope that it might be eternal." This definition has the high merit of perfect clearness, as well as ease of application by squarely dividing the two according to the self confidence of the writer. If he is the kind of man who is

tolerably sure that he and eternity were made for each other, he is a literary person. If he suspects that the eternal may have no use for him, he is a journalist. Now, there is no use in a newspaperman trying to debate this matter. He is bound to get the worst of it. It is a reckless thing to stand up against a man who knows he is eternal and all that. Still there are a good many light literary characters who may have some misgivings about their eternity, and those he dares address, though, of course, with deference, for he cannot conceive of anything nearer eternity in his own case than the intervals between stations on the elevated road.

TOOK VENGEANCE ON THE "SUB."

"Long John" Wentworth, publisher of The Chicago Democrat, was, according to Newspaperdom, strongly opposed to typographical errors appearing in the paper. But The Democrat was liberally supplied with them, and they were a source of constant annoyance to him. Regularly he would appeal to the foreman of the paper in this manner:

"Why in the deucey deuce don't you get rid of those errors? Who made them?"

And the foreman would reply:

"Why they were made by a sub, and he's gone into the country, and I can't get at him."

"Long John" was not familiar with the technical terms used by the printers. He did not understand that "sub" meant a printer, not permanently employed upon the paper, but who simply took the place of another man who had constant employment and was temporarily off duty, or one who came in to take what extra work might be on hand. Wentworth fixed the idea into his head that the man who was causing him all the trouble in regard to errors was named Sub. For two years he cherished this notion, while making vigorous efforts to find him. The foreman did not enlighten him. One day "Long John" came down to the Democrat office quite early in the morning. The staff had not yet appeared. On the steps leading up to the front door sat a woebegone-looking individual. "Long John" looked at him, and asked:

"What in the devil are you doing here?"

The man replied:

"I'm waiting for the office to open to go to work. I'm a sub."

"Hah!" shouted "Long John" "So you're Mr. Sub. Well, I'm mighty glad to meet you. I've been trying to get hold of you for the last two years."

He then proceeded to kick the unfortunate and surprised individual down the steps and all over the street, and in that way attained satisfaction for the errors in the Democrat columns.

Vance A. Statia, editor and proprietor of The Highgate, Ont., Monitor, has purchased The Bothwell, Ont., Times and now the two papers will be run under one management.

The Embro, Ont., Courier has changed hands, William Stewart, the proprietor, having sold out to Thomas Riddall.

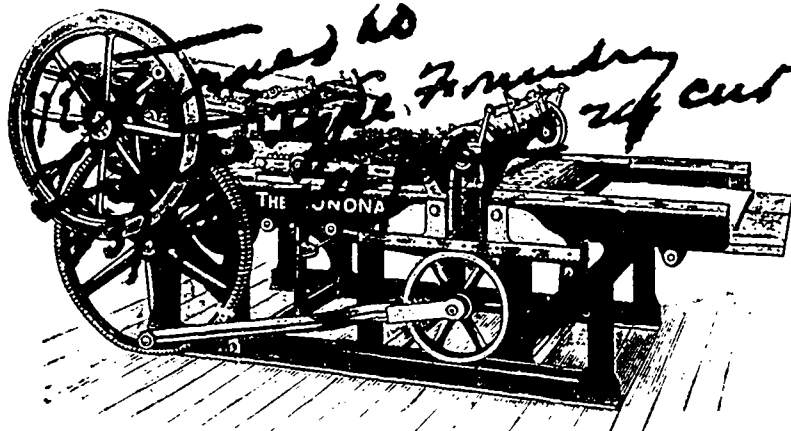
William Meek, agent for The Babcock Printing Press Co., has just installed in The Recorder office, Brockville, a large size two-revolution press.

.. 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

THE DUFFERIN LEADER.

Carman, Man., January 17th, 1900.

Toronto Type Foundry, Winnipeg Branch:

Gentlemen.—In reply to your inquiry as to how I like the Canadian Leverless Monona Press recently purchased from you, I am pleased to state that it fills all the requirements I asked for and has more than exceeded your recommendation of it as a country news and job press.

Its simplicity of construction is, I consider, a strong point in its favor, while every part is duly considered as to strength, rigidity, and a minimum amount of friction of the bearing parts. We had no difficulty in setting it up, although we had to engage a machinist in town who had never worked on the press before, on account of our staff being rushed with holiday work. After being set up, every part worked with the nicety of a watch movement. We also find the adjustment perfect and easily worked, and with ours very little adjustment was needed; in fact, our first issue on it was run without any adjustment other than it had when set up, and turned out a sheet that will compare favorably with any of the country papers in the Province, as you will find by referring to the sample copy we sent you.

My pressman, who has been in the business fifteen years, and has had large experience on cylinder presses in St. Catharines and Toronto, and never worked on a hand press until entering my office, says it works to his entire satisfaction, and he has no hesitation in saying he can turn out work by it equal to that of any press costing twice the money. He also says that it has by far the largest distribution table of any press he has had to use. This, with the geared form rollers and three distribution rollers, gives a very perfect inking apparatus. The absence of tapes in the delivery is a commendable feature. We also find we can pull proofs on it from the galleys, which cannot be done on any other form of cylinder press, doing away with a proof press and allowing the space it would occupy to be used for something else.

In short, it fills the bill completely, while there is positively nothing about it that can get out of order. I can conscientiously recommend it to any country printer or publisher wanting a perfect press at a reasonable price.

I am, yours sincerely,
J. W. JAMESON.

THE EASTERN ONTARIO REVIEW.

Vankleek Hill, Ont., May 30th, 1900.

Toronto Type Foundry, Toronto, Ontario.

Gentlemen.—It has been my intention for some weeks back to write you and let you know what satisfaction I have had with the new Monona Press you placed in my office some two months ago.

In a word, I am well satisfied. The press does all you claim for it. It turns out a well printed paper in every particular. It runs much easier than any other cylinder press I have ever seen used. There is practically no intricate machinery about it to be getting out of order.

To Canadian country publishers who have but little office room, and want a first-class press to do all work, and desire a press that is inexpensive, I can heartily recommend the Monona.

Yours, very truly,
H. CARL JONES,
Editor and Proprietor Eastern Ontario Review.

We Have Many Other Pleased Customers. Write for our Liberal Proposition.

This Press can be seen at any of our Branches:

- 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.

NEWS OF THE MONTH IN BRIEF.

PERSONAL MENTION.

ON his return from South Africa Mr. C. F. Hamilton of The Globe will go on a lecturing tour to various Canadian points, under the managership of Mr. Suckling.

Miss M. Sherriff, of The Sherbrooke Gazette, has gone to The Examiner staff.

C. F. Raymond, of The Hamilton Herald, has joined The Hamilton Post staff.

J. H. Brousseau, of Le Temps, Ottawa, will manage the new French paper at Sturgeon Falls, Ont.

John O'Brien, one of the proprietors of The Vancouver World, is at Bathurst, N.B., recruiting his health.

The death is recorded at Belleville, August 5, of Mr. McKay, father of F. D. McKay, of The Peterborough Review.

G. B. Van Blaircom, of The Ottawa Free Press, formerly of The Galt Reformer, was married July 23, to Miss Eva Mix.

Fred Cook, The London Times correspondent, has been elected by acclamation to the head place in the Sons of England.

The health of Mr. M. Y. McLean, of The Seaforth Expositor, has not been good lately, but his speedy restoration is earnestly hoped by many friends.

James W. Cowan, of The Toronto News, on retiring, to become press agent of the Toronto Opera House, was presented with a traveling bag, umbrella and pipe.

Both Messrs. Ewan and Hamilton, The Globe's war correspondents, are on their way home. Mr. Ewan was entertained at a lunch at the Savage Club in London recently and afterwards left for Paris.

BUSINESS CHANGES.

J. H. Elliott, of The Morden Empire, has bought The Thessalon Advocate.

W. S. Keith has sold his interest in The Greenwood, B.C., Miner to James W. Grier.

William Stewart, of The Embro Courier, has sold out his paper and plant to Thos. Riddell.

Royal Burritt, of The Stratford Herald, has resigned to go into the book and stationery business.

The Endeavor Herald, issued at Toronto for the Christian Endeavor Society, has suspended publication.

NEW ENTERPRISES.

L'Acadie is the new French weekly at Weymouth, N.S.

O. Jurgeon has revived Le Courier des Provinces Maritimes, a weekly in French, at Bathurst, N.B.

R. C. Hamilton, late of The Pictou, N.S., Standard, is going to publish a new Conservative weekly in Pictou.

A new paper with a capital of \$25,000 is projected for New Westminster, B.C. The promoters include J. C.

Brown, M.P.P., John Oliver, M.P.P., C. W. Munro, M.P.P., B. W. Shiles and W. W. Forester.

IMPROVEMENTS AND SPECIAL ISSUES.

The London papers announce an increase in price, owing to the higher price of paper and the extra cost of production.

The Newmarket Era has added to its outfit a Monoline typesetting machine, a Payne Wharfedale printing press and a newspaper folder, and in a recent issue described the new plant and gave illustrations of the machinery.

TORONTO EMPLOYING PRINTERS MEET.

The Employing Printers' Association of Toronto held a general meeting at the Queen's Hotel, on Friday evening, August 17. The chair was occupied by the president, Richard Southam. A strong representation of the members was present.

It was anticipated that a communication from the Press Feeders' Union would be presented by the secretary, Atwell Fleming, but, as it had not been forwarded to him, the discussion which it was expected to arouse was deferred till the communication had been received.

A communication was received from the United Typothetae of America asking the association to send delegates to the annual meeting of the Typothetae, which is to be held in Kansas City, Kansas, U.S.A., next month. The association decided, after a brief discussion, not to send delegates this year.

The intimation by John Murray that the Pan-American Exhibition Commission, of Buffalo, was endeavoring to secure from the Dominion Government the privilege of bringing into Canada advertising matter printed in the United States caused a warm, though not lengthy, discussion. It was unanimously decided to send to the Canadian Minister of Customs a strong protest against the granting of this request, and a resolution was accordingly passed to this effect.

A discussion followed regarding the admission into Canada of printed sheets of paper at a lower rate of duty than is charged for plain, unprinted paper for printing papers. It was stated that large numbers of printed sheets for novels were being imported by publishing houses at 20 per cent. ad valorem, while the duty on plain printing paper is 25 per cent. ad valorem. The opinion was generally manifested that such discrimination in favor of the manufactured product was neither in accord with the principle of the present tariff, or just to the printers of the Dominion. This matter will be taken up more thoroughly later.

In the review of trade conditions in Toronto the opinion was generally manifested that not for years has Toronto enjoyed such a remarkable period of prosperity in the printing trade as was the case at the moment. Several members expressed the opinion that there is not a single competent compositor out of work in Toronto. This condition was not considered likely to be permanent, being due largely to several of the bigger firms securing some large contracts from outside. The indications were, however, that the coming Autumn and Winter would prove a busy season for the printing trades.

**NEWSPAPER
HALF-TONES**



**A NEW IDEA FROM THE
LARGEST AND BEST
EQUIPPED ENGRAVING ES-
TABLISHMENT IN CANADA**

It will **Pay**
you to use
these plates.
They have stood
the test in
many papers.

Write for Booklet
showing Samples.

Toronto
Engraving
Co.

92 Bay Street
Toronto, Canada

**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.

Points for Printers.

You cannot do good work without good Rollers; hence we determined to spare no expense in providing a plant to meet your requirements, and we are now able to supply you with—



NO PINHOLES OR FLAWS OF ANY DESCRIPTION.

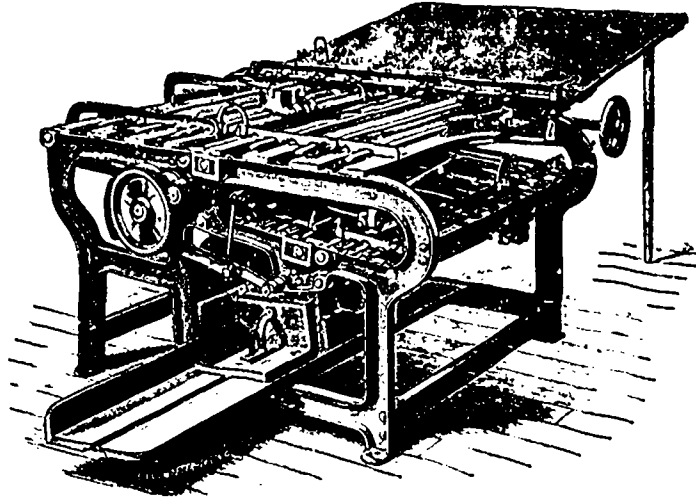
IT WILL BE WORTH YOUR WHILE TO GIVE US A TRIAL.

OUR "PERFECT" ROLLERS

are produced by what is known as the "Gatling Gun" system, but not the Gatling Gun system of 20 years ago. Don't be mistaken! No other firm in this country is producing, or has ever produced, Rollers as we do to-day. As we were first in providing an improved Composition, so are we the first to adopt new methods for Roller Casting, which means better rollers in less time, and **TIME IS MONEY.**

TORONTO TYPE FOUNDRY CO., LIMITED

70 YORK STREET : TORONTO.



Tribune Newspaper Folder

Manufactured by *✻ ✻*
Brown Folding Machine Co.

TORONTO TYPE FOUNDRY CO.
Selling Agents for Canada. LIMITED.

THIS machine is placed upon the market to meet the demand for a medium-priced folder. It is not a make-shift for the time being, nor one whose only merit is its cheapness.

It is constructed upon the same principles, and of the same material used in our Standard Machines. The entire frame is of iron, and other parts of iron and steel. Made in one size, which takes in any size sheet from 24 x 36 up to 36 x 48

They are made with deliveries at the third and fourth folds, the former being delivered in a receiving box and the latter in a packer.

No sprocket chain is used for communicating power from one part of the machine to another. There is, therefore, no lost motion and no parts that will break readily and create an item of expense.

Pasting and trimming attachment can be added at any time.

Price, \$400.00, subject to cash discounts.

TORONTO TYPE FOUNDRY CO., Limited

SELLING AGENTS FOR CANADA.

THE ADVERTISING ARENA.

Conducted for PRINTER AND PUBLISHER by the Ad. Scribe.

NEW BUSINESS.

THE advertising manager shows that he has hewn out a proper place for himself in modern business life by his being able to enjoy a Summer holiday. The advertising business, like other businesses, is at a standstill this Summer, so far as new contracts are concerned. There are, however, signs which portend a good run of advertising in the Fall. Manufacturers and mercantile houses of all sorts are not going to be so busy that they cannot fill orders, as was the case last year, nor are they going to be so poor that they will not be able to advertise, as they were some years ago. The happy medium suits the advertising agent and the publisher better than either extreme. There must be the need of hustling for business, there must be the financial ability to do so, and there must be the business to get. These conditions seem likely to be satisfied this Fall, and we may be able to announce a grist of contracts next month. The Paris Medicine Company have given another contract to the E. Desbarat's Advertising Agency to place advertisements in a large list of dailies and weeklies. The Victorine firm has been formed into a joint stock company, and will be doing a good deal of advertising in the East. Their space will be placed through the E. Desbarat's Advertising Agency.

A McKim & Co. are making a number of new contracts for John Labatt, brewer, London, and for Wm. Mack's "Wheat Marrow" in Province of Quebec papers. They are renewing the Empire Medicine Co.'s orders, which have been running for some time, and are sending out new orders for the Eureka Mfg. Co., of Napanee; The School of Mines, Kingston; L. F. Page, proprietary medicines, and Rowland & Sons, London, Eng. They are also handling a line of advertising for the Royal Victoria College, Montreal.

THE OUTLOOK FOR RATES.

To printers and publishers, this month is the beginning of a new year, and some New Year's resolutions should mark the occasion. The year starts with increased circulation and increased expenses, two conditions that ought to warrant increased advertising rates. McKim's Revised Newspaper Directory of Canada, just being published, shows a remarkable increase of circulation among most Canadian papers, particularly the dailies. The South-African War has certainly stimulated reading and the public has been willing to buy the news. When news is bought so is the advertisement, which thereby becomes more valuable. It rests with the advertising manager to claim his own, and to decide to do so might fittingly be formed into a New Year's resolution. These conditions constitute a rise in the market price of a commodity, and the increased price ought to be maintained by all in the business.

It might also be a good time for some papers to adopt an advertising price list. We hear that the want of price

lists has been lamentable in some cases. Asked for price on a certain space, the quotation in answer would be \$40, where, when business was talked of, \$10 would be accepted. The first price is too high and the second too low. Such dealing and dickering is unsatisfactory to all concerned. The only solution of the difficulty is the adoption of a fixed list, such as most publishers use. The paper that has no price list, or the one that does not use the one it has, belittles the advertising business upon which it thrives. Nowadays it is only fake concerns that are not possessed of the common sense to set a fair price, and the resolution to stick to that price through thick and thin. To that class, newspaper publishing houses have no liberty to belong.

ADS. ON A NON-CASH BASIS.

There is a tendency showing some life that deserves none; probably New Year's resolutions could crush out its existence. This is the tendency to give the publisher substitutes for cash. It is surprising to see the number of newspapers that have bitten at a bait set by a certain pill firm lately. The bait is in the form of a cleverly-written letter, which goes on to say that a certain gentleman has discovered the make-up of a valuable pill which in time he will advertise extensively, but which, on account of lack of capital, he cannot push at the moment. The newspapermen are requested to publish "ads." and in payment accept pills. Yes, contracts have been made on this basis. The publisher will find some difficulty in getting ink in exchange for pills, and he has himself to blame for his foolishness to accept pills for his own printer's ink. Neither is it reasonable that the office of the advertising manager should make a good dispensary. Others have been persuaded to accept unlisted stock in payment. If it is seen by other advertisers that one firm can play this game, they are likely to make the same overtures, so, if the printer has not established a general store, he will find he has dug a deep grave for himself, or, failing that extremity, he has cultivated an ugly ulcer.

A MONTREAL CHANGE.

Mr. Arthur Lamalice, formerly advertising manager of La Presse, has recently been appointed to a similar position with Le Journal. Mr. Lamalice is an experienced and successful advertising man, having had a thorough training in both Canada and the United States, and Le Journal is to be congratulated upon securing the services of so able a man. He is a clever writer of advertising as well as a good canvasser.

A SPECIAL COLUMN.

The Port Hope Guide thinks of starting a "special" column in its advertising pages. The Guide thus announces the new departure: "The space devoted to each firm will be uniform in size and changed as desired,

running in all the editions of The Guide—daily and weekly—for a period of three months, at a small cost, in order to interest everyone and demonstrate its value. The advertisements will be written in attractive form. Our representative will call and fully explain other interesting features, and all contracts made by him will be carried out by us.”

AN AD. MAN'S VENTURE.

The third number of The Canadian Year Book has lately been issued by Alfred Hewett, Toronto, and is complete in all its details. Besides containing much interesting matter in regard to Canadian commerce, tariffs, etc., there are also numerous half-tones of the Dominion's most prominent business men, statesmen, and others. As an advertising medium it must be valuable, as not only does it reach the best class of possible buyers throughout the Dominion, but the advertisements are attractively set and scattered throughout the book along with the reading matter, so that they are certain to be seen by all who read the book.

BUSINESS PLACED FROM TORONTO.

The annual slow spell is about over, and business is beginning to show signs of picking up, although it is still rather early for advertisements to be placed for Fall.

The Central Press Advertising Agency think that the prospects for Fall, so far as can be judged now, are very good. They are placing business for Authors & Cox, and have on hand some advertising for Boeckh Bros.

The J. S. Robertson Advertising Agency have already a quantity of advertising for early Fall to dispose of. Among their clients are Heintzman & Co., the Toronto College of Music, and R. Parker & Co., the last named having street car advertising in Toronto and Hamilton, and posters in Montreal; besides the regular newspaper advertisements in

outside towns. The J. S. Robertson Agency are getting out one of the most handsome and costly booklets of the season for John Kay, Son & Co., the cost of which will run up into four figures.

The Canadian Home Journal, which has been bought by the J. S. Robertson Agency, is receiving a number of advertisements from new people, and the former clients of this agency are using it freely as a good medium to reach Canadian homes.

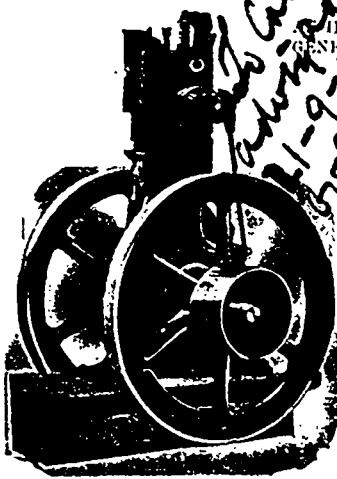
AUGUST BUSINESS.

August has been a pretty dull month for advertising in the city of Toronto. During the past few years August has been growing more and more a holiday month, and the local advertisers hold off until the Exhibition or the first week in September. The principal retail trade is done by tourists or visitors from outside points. They come in great numbers and help merchants to do a thriving trade. You can tell by the diminished size of the big dailies that advertising contracts are not very plentiful. The Exhibition and the wholesale millinery openings begin August 27, and then the Fall season will fairly open.

EVERYBODY READS THEM.

The "man who never reads ads." is like the Cock Lane ghost—he makes a great deal of noise in the advertising world and is dreaded by all advertisers, but when thoroughly reached for he turns out to be a myth. There are not 1,000 men in the United States who pass from sunrise to sunset without reading an ad. of some sort and remembering it, barring, of course, the blind, and the illiterate. The farmer may not read the papers, but he will be sure to know "Hood's Sarsaparilla" and "Battle Axe Plug" thoroughly; will be able to tell the prices of all the widely-advertised articles, know their uses and stand a civil service examination

THE NORTHEY'S GAS AND GASOLINE ENGINE. . .



IDEAL POWER FOR THE COUNTRY NEWSPAPER OR GENERAL JOB OFFICE PLANT.

Costs Only \$155.

Ready for work at any time—gets up full speed in less than a minute. Anyone can manage it—requires no looking after when working, and runs for hours at a time without interruption at an even, unvarying speed. Can operate all your presses simultaneously—or supply just enough power for one or two at will. Running expenses are insignificant—the Engine is always perfectly under control and gives off no heat, ashes, or dirt. The Northey Engine is being used with great success by many newspaper men, recent purchasers being the proprietors of The Gananoque Journal; Greenwood, B.C., Times; Newmarket Era, Barrie Examiner, Menford Mirror, Markham Economist, St. Marys Journal, Bowmanville Statesman, Orangeville Banner, and others.

Write for descriptive booklet and specifications.

The NORTHEY CO., Limited
1007 King St. Subway, TORONTO, CANADA.

No Motor Power yet introduced means so much to the Printer for economy and handiness as . . . The Northey Gasoline . . . Engine. . . .

on their trade marks and catch lines. The college professor may disdain the advertising pages of magazines and weeklies, but can name a long list of wares set forth therein. Even the life convict will have knowledge of that vast business literature that no one is supposed to be interested in reading. All men have a corner of their brains in which this instinctively and involuntary acquired information is filed away for the future and would be surprised at the extent of the knowledge they possess in this kind. As for the women, they make a business of reading ads. and pay far more attention to the bargain sale pages than to news. In all the clamor that has been raised over the "man who doesn't read ads." no account has been taken of a feminine variety of the bugaboo, for the very simple reason that the ad-ignoring woman does not exist.—Ad. Sense.

CATCH PHRASES IN ADVERTISING.

There is published in *Fame* a list of phrases which have done some service in advertising and are chiefly of a punning character. The chief are: "We do not sell the highest priced plug hats, but we do sell a plug hat for five dollars that is a corker."

"You'll have no music in your sole if you buy shoes from us."

"Our sheeting isn't a yard wide and all wool; it is fifty-four inches and all cotton."

"Although our ladies' hose are of superior quality and extra length, they don't come high."

"You may not have a spasm of joy when you get into one of our cloaks, but you will be sure to have a fit."

"One of our union suits will get next to you and no mistake."

"Our ladies hats top the heap."

"The kid that wears one of our flannel shirts is a warm baby."

"A hunter in one of our khaki hunting suits is dressed to kill."

"Any man can blow himself on one of our twenty-five-cent handkerchiefs."

"The most truthful persons love to lie on our eight-dollar beds."

"Our eight-cent soft gingham feel like thirty cents."

"Don't be in a hurry when you visit our furniture department; take a chair, or a whole set, if you wish."

"If you don't see what you want buy a pair of our crystal pebble glasses."

"You can always make a killing at our slaughter sales."

"In our handsome restaurant, on the top floor, ladies never bite off more than they can chew."

"Visit our literary department; our books are bound to please."

A. R. Carman, lately of *The Montreal Star*, leaves for a year's trip to Europe, accompanied by Mrs. Carman, on August 25. He spent the last week of his time at his old home in Toronto.

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
46-48 E. Houston St.

CHICAGO
357 S. Clark St.

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



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 profitable profession—we furnish the foundation—the accumulated knowledge on the subject. Investigation costs you nothing. Invaluable information will be sent free. Address Advertising World Publicity Club, Columbus, O.

TRIBUTE TO A NEWSPAPER PUBLISHER.

THE wholesale dry goods trade of Canada, of which wealthy and influential men like Messrs. A. F. Gault, Thos. Hodgson, W. R. Brock, James Slessor, E. B. Greenshields, etc., are prominent members, have just presented to Mr. Robert N. Smyth, of *The Shareholder*, Montreal, a handsome testimonial of their esteem and appreciation for the work done by his paper in exposing Customs frauds. The *Shareholder* took considerable risk in doing so, and a libel action for an immense sum was entered by one of the firms interested, and much courage and energy were required to fight the case. The *Shareholder*, however, stood its ground, and the action was abandoned with costs against the plaintiffs. The dry goods importers gave a lunch to Mr. Smyth and presented him with an illuminated address, a gold watch and chain and other jewelry, including a valuable piece of jewelry for Mrs. Smyth, who is co-proprietor of *The Shareholder*. Mr. Smyth's course is one instance of how a newspaper publisher can earn the public respect and confidence. While it is always wise to be wary in such cases, for fear of proceeding on incorrect information, it is equally true that a paper gains much by fearless criticism, especially when founded on a correct basis.

One of the best evidences of the value of the Miehle press was demonstrated in St. Louis a few weeks ago, when the firm of Slawson, Taylor & Co. went out of the printing business, who had three Miehle presses in their office, two of which were sold at auction, second hand, and brought within 20 per cent. of the original cost; the other sold at private sale, and it brought even a higher percentage of value. This goes to show that the printer not only has a value while using his press, but when he wishes to dispose of it, he has a valuable asset.—*Southern Trade Record*.



PHOTO BOOK PAPER

has had many imitations, but
no rivals. If you want to
get good results with your
half-tone work use Photo
Book. It has a perfect print-
ing surface, it is strong and
durable and it is not dear.

Prompt shipment and careful attention to Letter Orders.

Made and sold only by _____

CANADA PAPER CO.,

LIMITED

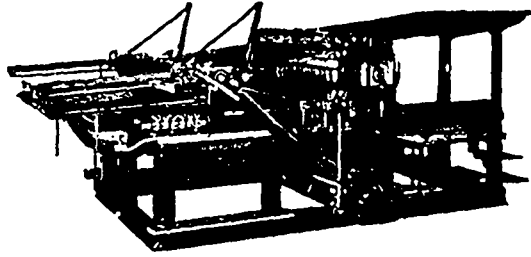
Toronto,

= = =

Montreal.



The Miehle



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 43x56. 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