

## TRADE NOTICES.

**M**R JAMES BROWN, manager of the J. L. Morrison Co., while in a conversation with our representative the other day stated that business this month with them had been good, and that among their sales was a couple of their larger wire stitchers to the Government Printing Bureau, Ottawa.

Mr. W. C. Cunningham of Buntin Gillies & Co., is doing British Columbia and the Northwest for his home.

Warwick Bros. & Rutter report a fairly active enquiry for Hon. G. W. Ross collection of patriotic poems and prose sketches.

Buntin, Gillies & Co. advertise the yellow and blue paper as prescribed by the Ontario Government for ballots in the "Plebiscite" vote.

The Murray Printing Co., of which James Murray, Sr., is manager, is doing a flourishing trade just now, although most printing establishments are slack.

Some of the city bookstores are exhibiting handsomely bound copies of *The Prince of India*. Some of these are from Canadian binderies, such as that of the Methodist Book Room, and reflect much credit on domestic workmen.

Warwick Bros. & Rutter advertise their famous brand of "Woodstock" paper in this issue. Printers who have not seen this paper might profit by seeing samples. This firm aim at quality in their goods, and they have many lines of printers' supplies which may be fairly costly, but are undoubtedly worth what is asked for them.

The W. J. Gage Co. are working overtime despite the hard times which are said to obtain. They have gone into manufacturing very extensively. Just now they are making a specialty of envelopes, and when this firm make a specialty of anything and advertise it, they are generally prepared to make their competitors somewhat dumfounded by their offerings. It is astonishing how low some lines can be brought when a manufacturer uses every known expedient to lessen the cost.

A splendid method of cash discounts has just been promulgated by Buntin, Reid & Co. of Toronto. As paper jobbers they have learned that extravagant cash discounts mean extravagant profits. They propose, therefore, to reduce cash discounts and give their customers the benefit of close prices. On and after the 1st of January, 1894, their rates of discount will be follows: Spot cash, 5 per cent discount; 30 day, 4 per cent discount; 60 days, 1 1/2 per cent discount; nett, 4 months. They also advise their customers that their prices as per their price list on Stephens' ink are nett cash 30 days.

Mr. Rutter of Warwick Bros. & Rutter is keeping up his reputation for having the best appointed printing and binding establishment in Canada by making more improvements. The introduction of a new press led to a new arrangement of his long line of presses according to the latest methods. Some new partitions have been erected and some renovating done, so as to secure a better pressroom and a more even temperature. Mr. Rutter reads a great deal, and is continually making use of the latest discoveries. If all Canadian printers would thus recognize that what was the best yesterday may not be the best to-day, there would be more progress in this country than there is.

The Grip Printing and Publishing Co. of Toronto, for many years known as the publishers of *Grip*, have within the last two years won for themselves an enviable reputation as photo-engravers. During that time they have advanced from being

comparatively unknown in this line of business to occupying a first place among Canadian firms. This of course has necessitated a great deal of hard work and a liberal expenditure in procuring the latest appliances. In order to insure that this department should be equal to any on the continent, the company about two years ago removed from their old address on Front street to their present location, 201 and 203 Yonge street, and have fitted up these premises with all the most improved plant and machinery, including two large 4,000 candle power electric lamps, by means of which they are independent of the sun. No opportunity has been lost in securing the most improved processes, and they have several times sent their men to some of the largest establishments in the United States in order that they might pick up all those little "wrinkles" which, though small in themselves, have so much to do with attaining perfection in this class of work. The company have in a handsome circular announced their intention of closing out all their other departments and devoting their entire time and attention to the engraving business. It will continue to be under the business management of Mr. Geo. A. Howell, who has had charge of it during the last two years and who gives his personal attention to all orders.

## HOW TO IMPROVE THE LOCAL PAGE.

**T**HE value of the local page to the reader is greatest when the publisher brings to this branch of his work something of the enthusiasm which wins success to the artist, the mechanic or the specialist in any calling. There is no royal road to public favor for the local page, but I will jot down a few rules which seems to me to be essential:

Let no legitimate item of local news escape you.

Don't discuss politics through the local columns.

Tell the news in the plainest language at your command, and use no more words than is necessary to tell all about it.

Have a certain hour for going to press.

Get the paper out on time, whatever happens.

If you mix local advertising with your news items, let the ratio of mixture be about ten news items to one advertising local, and don't try to fool the reader by having them look alike.

Adopt a form of make-up, and don't make frequent changes. The average reader doesn't take kindly to new-fangled notions in make-up.

If you have something of a personal character to say about any one, something especially mean, write it out in full and pigeon-hole it until after the paper is printed.

Don't let a word or a thought enter its columns that you would blush to teach to a child. A majority of children form the first taste for reading newspapers from reading the local columns.

If you possess a vein of humor, don't plug it. To be able to occasionally turn a thought that will provoke a smile is a gift worthy of cultivation. But don't be disappointed if a discriminating public waits until after you are dead before recognizing in you the genius of a Carruth or a Burdette.

After you have made the local page of the greatest value in your power to the public, and its financial value to you falls short, there is something wrong with you or your locality. The permanent benefit from the local page must come from the subscriptions and advertising attracted by its merits, and from the job printing which its standing in the community will command.

Newspaperdom.