

POINTERS FOR PUBLISHERS

THE Montreal *Star* has put on a new dress of Miller & Richard type.

"DOR" SHEPPARD of *Saturday Night*, Toronto, has gone west to the Rockies.

THE plant of the defunct daily *Telegram*, Vancouver, B.C., is advertised for sale.

It is rumored that an independent paper is to be published in Woodstock at an early day.

THE London *Free Press* publishers are considering the introduction of type setting machines.

MR. ELLIOTT, of the *Millbrook Reporter*, was in town recently, hunting up some advertisers.

RUMOR says that a French paper is to be started in Ottawa to support the present administration.

THE *Turkey* is the name of the last addition to Philadelphia journalism. Will it survive Thanksgiving Day.

THE Montreal *Witness* moved into its new building on the 3rd inst., and celebrated the event by appearing in a new dress.

Two dailies in California are running the premium business, one offering a set of standard books and the other a town lot to new subscribers.

THE Mergenthalers are giving great satisfaction to the publishers of the *Hamilton Spectator*, no accidents having occurred to the machines yet.

THE words "Printed on paper made in Lancashire" are at present appearing in big letters at the head of the front page of *The Manchester Courier*.

THE Toronto *Evening News* claims a reduction of about \$100 a week in the composing room bill since the Typograph was introduced. Let us have some figures.

A NEW English evening paper is printed with black ink on paper of a greenish tint, its managers considering this color restful to the eyes, and therefore easy to read.

A NEWSPAPER has just been started in London, Eng., which is printed on a postal card. The first number has four illustrations, a comic tragedy, a few jokes and puzzles, and of course, some advertisements.

THE *Undertaker's News*, which intends to be as "cheerful as possible, as an antidote to the gloom with which the undertaker is associated," is a new four page monthly class periodical, published in Manchester, Eng.

A COMPOSING machine is shown in the window of the business office of the *Baltimore News*, at work upon Want ads., which fact is of course conspicuously advertised to the passer-by. Patrons have their announcements put in type "while they wait," and are shown proofs of them.

THE Chicago *Inter-Ocean* celebrated its 21st anniversary by publishing a 60-page paper and printing 200,000 copies. If the pages were laid alongside of each other lengthwise they would represent a distance of about 4550 miles.

THE missing word competition in *Pearson's Weekly* London, Eng., boomed that journal so that its circulation ran up to close upon 1,000,000 per week, and four firms of printers were required to get the copies out. What is it now the "boom" is off?

THE *Evening Telegram* of this city has never resorted to fakes to secure circulation or advertising, and yet it enjoys a good patronage in both these lines. What a lesson ought to be learned from this by some of its competitors. Fakeism never pays.

A LARGE steel engraving is offered by the Pinckney, Mich., *Dispatch* to the correspondent, representing a near-by place, who sends in the greatest quantity of acceptable matter within six months. Stationery, stamps, and a copy of the paper are furnished to regular correspondents.

ALLUDING to a contemporary's change of name from *Statesman* to *Telegram*, the San Jose, Cal., *Mercury* observes: "If there ever was a time when the people of this country would rather have ten lines from a telegram than four columns from a statesman, it is right now."

THE annual meeting of the *Mail* and *Globe* printing companies of this city were held recently. Rumor says that the *Mail* cleared about \$7,000 last year, and the *Globe* \$5,000. Advertising has picked up some during the year, and the increase of the price of the dailies also added to the receipts of both concerns.

THE latest freak of the New York *Recorder*, which has a circulation of 141,000, is to send out cards to which are attached five-grain powders of sulphonal, one of the most effective of anesthetics, with instructions to throw it away if the recipient advertises in the *Recorder*, but on the other hand to take it and go to sleep.

THE \$950,000 paid for the New York *Times* doesn't look large compared with the figures at which some of the other newspaper properties in that city are held. The *Sun* is of the opinion that there is not a single largely successful morning newspaper in New York which could be tempted by an offer of \$5,000,000 for its purchase.

THE Chicago, Milwaukee & St. Paul Railway Company has got out a kind of postage stamp, for use by newspaper publishers in sending papers on trains which do not carry mail regularly. For packages weighing five pounds or less, a five-cent stamp is required; while for packages weighing from six to ten pounds, a ten-cent must be furnished. When a