

intends adopting this system of corridor publicity.

La France, M. de Girardin's paper, had a circulation during the late political crisis of 130,000; the old and able publicist hit hard and scolded well, but war being over, peace has brought him no prosperity; he is rich from mines, railways and papers -- *Le Petit Journal* is largely his, but he is parsimonious in expenditure for original articles. He is the father of the penny press, a reform which cost him a duel some 40 years ago, and where he killed his antagonist and brother journalist. The *Débats* is edited by the cream of French intellect and has great influence in the diplomatic world at home and abroad. Its circulation is 5,000. The *Temps* is sedate and cautious itself, but plucky. Like the *Débats*, its foreign correspondence is excellent, and it invests in real specials; its circulation is 22,000. The other journals are not of much importance, though a few of them have a fair circulation.

Frenchmen are not, but are becoming, and in time will be, an advertising people. Of many flourishing colonies they have yet to learn, if not their names, their whereabouts. They do not comprehend much more than spasmodic advertising, and often take the fourth page of a journal, to convert it into a poster, which, though stereotyped, is paid full price when inserted. Permanent advertisers adopt largely the system of blocks. The French, though an artistic people, display but little of it, and less of ingenuity, in their advertisements. They have great faith in the *réclame* or puff; here their ingenuity is perfection, and they pay liberally for being allowed to whistle at their ease.

Only a few papers, the *Sécle*, *Figaro*, *République Française*, etc., have printing machines; the other journals send the locked forms to a common printing establishment, to be machined, etc. French printers may be divided into two classes, inferior and superior. After his long apprenticeship, the first thing the young typo does, is to become a tramp—to make the tour of France, stopping to share in a spell of work in the chief cities. Returning to Paris, he may be qualified for the superior duties of night-press, or book-work; or he may prefer to vegetate on day piece-work in order to be instantly paid. Up to midnight the best printers are remunerated at fixed rates; each subsequent hour has an increasing bounty, till the forms be locked.

This leads to the strike or *grève*, limited to Paris, and to the printers of books and periodicals, who are sustained by the newspaper typos. The last tariff of prices was fixed in 1868. Some time ago the printers gave notice, that in March they would expect 68 centimes per thousand ems; the payment per hour to be 14 sous. The average augmentation per day would be about half a franc. The masters say the increase would be twenty per cent. A meeting of the masters apparently acquiesced in the "notice," but another meeting, when the moment of action came, ruled otherwise. The chief leading publishers, supporting printing establishments, hold out, and threaten to employ women, or provincials—familiarily known as "Saracens": the latter, however, join the society men on arriving. The country printers are also preparing to strike to have their tariff—15 to 20 per cent. inferior—equalized with that of Paris. Printers at work, contribute per day, one sous per franc of wages, as subsistence money for those on strike. The masters are expected to "cave in," as they have a mortal dread of new printing establishments cropping up like Cadmus teeth.

Respecting the Exhibition, the attention of masters and men is fixed in advance upon economical machinery: in a word, on three points—the setting and spacing ability of the type-setting machine; the toughened glass type of Messrs. Dumas & Montcharmont as to size and sharpness—the firm promises specimens of work side by side with metal type; the employment of steam, gas and compressed air, as motive powers. Of printing machines, Marinoni is on his native heath, and his name is Macgregor. But the vulnerable point with Achilles is—price. Exhibitors of typographical *matériels*, engines, folding and printing machines, cutters, perforators, types, rollers, inks, etc., etc., will do well to keep steadily in view, that to impress firms, and to catch purchasers, manufacturers must not rely so much upon low prices, as on good articles along with cheap rates.

From the Celestial City.

FREDERICTON, N. B., April 22, 1878.

For several months past I have been waiting for some correspondent, who is gifted with more of the natural flow of language, than that which I possess, to give you a few items from the "Celestial City," but as I failed to see any at-