

Fine Printing Papers...

The attention of printers is called to the paper in this issue of PRINTER AND PUBLISHER. It is the

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CANADA PAPER CO.

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BRETHREN ACROSS THE LINE.

Newspaperdom has culled from the report of the last meeting of the Illinois Press Association the following paragraphs which will interest Canadian readers as well:

"I may say that the country daily as a rule makes, or greatly assists in making, a progressive town, and therefore pays the community."—W. F. Thompson, Roodhouse Herald.

"I would advise the use of some standard coal engine as the best and cheapest power available in the country printing office requiring power."—W. J. Roberts, Whitehall Register.

"As to co-operation as a society in buying print paper, I think it will be well worth trying, and I am willing to be one to join in making the experiment."—E. E. Ellis, Cairo Telegram.

"No publisher who buys his paper stock and type as cheap as he can will deny the right of an advertising agent to buy space in his paper at as low a rate as he can."—C. D. Tufts, Centralia Democrat.

"A reasonable price for good job work is such a price as will yield the proprietor of the job office a fair profit over and above every item of expense entering into its production."—Morris Emmerson, Mt. Vernon Register.

"I have never seen a paper that issued a creditable special edition, or which constantly kept in view special features, that was not a better newspaper than its less enterprising competitors."—Geo. M. Le Crone, Effingham Democrat.

"The newspaper fraternity is made up of men of individuality and positive ideas, independent, and much more inclined in years gone by to wipe a competitor off the face of the earth than co-operate with him."—R. C. Cribfield, Minier News.

"In a weekly paper, the editorial page should always be subordinate to the local page. The local paper is a means of communication among the people, and for that reason the local department should predominate."—W. B. Davis, Mt. Sterling Democrat-Message.

"That many of us bite at the shadow of bait, and are caught on what proves to be nearly, if not altogether, a bare hook, is largely our own fault, and results from our not having nerve to ask for and insist on a fair price for our space."—J. M. Rapp, Fairfield Record.

"It requires no particular ability to write political editorials. If the editor is busy, the office boy or the man who turns the press can do it just as well. Writing political editorials consists simply in mouthing and slobbering all over your own candidates,

and holding them up to the voters as the pink of perfection, and vilifying, slandering and lying about the unmitigated scoundrels whom the opposition party are trying to put in office to plunder the people."—A. C. Bentley, Pittsfield Times.

"If the newspaper directories, that make a business of getting and giving newspaper circulations, cannot find out the truth—and they cannot in a majority of cases—how can the average business man hope to get it? He cannot do it. To a great extent he must 'go it blind.'"—H. N. Wheeler, Quincy Journal.

"How much of editorial and how much local should there be in the country newspaper? In the first place, in answering that question, I would say, as much as can be printed. In the second place, sufficient to cover the field. Within these two propositions, let your columns be as full as possible."—R. W. Coon, Waukegan Gazette.

"The average publisher is very weak in the matter of maintaining rates when an offer is made. He may argue with himself that such and such a figure will be his bed-rock price, but at the critical moment, when the offer is made and he must lose the advertisement or drop on price, he is almost certain to yield."—Thomas Rees, Springfield Register.

AS TO LIGHT FACE TYPE.

Light face display type is all right in a morning paper, which people read by daylight, says The National Advertiser. It is objectionable in an evening paper, because it strains the eyes, and folk with feeble vision are not going to jeopardize their reading advertisements. Of course, the light face type gives a cleaner look to the paper, but few people care a fig for the looks of a daily, so long as it is legible. Look at the crooked but interesting and fastidious town of Boston, Mass. It has some of the homeliest newspapers on earth, yet they are widely circulated and prosperous—at least, that is what the publishers say.

A SPECIMEN OF ANTIQUE.

Toronto printers have been admiring an invitation of the American Canoe Association, lately sent to several Canadians. Tudor type was used on hand-made paper with envelope to match. The association crest was partly done in red, and the whole thing was an admirable specimen of the antique style now in vogue.

A. C. Campbell, of the Hansard staff, has been appointed stenographer to the tariff commission.