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**PREMIUMS AND PRIZES**

THE business man who offers a premium or a prize to secure an extended trade, or even to keep up his sales, is cheapening his own wares. He is practically admitting that the article he has to sell is not worth the price asked for it. If he were offering fair value for the equivalent demanded, why should he resort to business suicide to effect a sale? The fakir who takes up a position on the street corner, and proclaims that in his fifty boxes of magic corn cure ten five dollar notes are deftly secreted, but yet are put there for the benefit of those who give him twenty-five cents for a box of his remedy, is shunned by all right-thinking men, including newspaper publishers. The grocer who sells 25c. tea for 40c. and throws in with the purchase a ten cent book, does not find newspaper publishers gullible enough to patronize him. The newspaper men realize that the value of the prize is deducted from the worth of the tea, and the brand thus sold must be of an inferior grade. And yet what do we find many publishers of respectable newspapers doing? They practically adopt the business methods of the street fakir, and by promises of prizes of various kinds, from a pen-knife to a piano, endeavor to increase their subscription list. Every publisher should know the value of his publication, and the only natural conclusion to be drawn from his new mode of doing business is that he is asking for it more than it is really worth. If the publisher feels that he is offering an inferior article to his neighbor's he should endeavor to improve it so as to be a worthy competitor, and

not resort to tin-pan and nickle-plate novelties to bolster up a weak imitation. The publisher who resorts to such methods for adding to his subscription list will find the demand for premiums increase year by year, and instead of being able to devote his attention to improving his paper or keeping it up to its standard, his time will be largely absorbed in searching for novelties which may induce his subscribers to renew or lead others to test the worth of the prizes. As this matter now stands the contest for subscribers is an unequal one, the fakir having an advantage over the legitimate newspaper man, owing to the people having been educated to look for premiums. The abolition of premiums and the improvement of the newspapers would be a grand move, as worth should always win. It is possible that the premium business will have its day, and that the thinking people will take the newspaper on its merits, and when this day does come, the publisher who had a higher aim than the ready possession of a few shekels will get his reward, as hard, honest work is bound to win. This is a subject that could be discussed with profit by the Press Association.

**COMPOSING ROOM LEAKS**

THE observant proprietor of a composing room, job or newspaper, knows that a periodical inspection of that department is an absolute necessity. The foreman may be a faithful, careful and excellent workman, but he often centres all his efforts on turning out as much work as possible in a short time. He watches the men closely to see that no unnecessary time is spent on a job, and that they are provided with work. He sees that they come and go on time, and in a superficial way notes that no material is injured or destroyed. The sharp, careful foreman should go through the alleys, and reprove slovenly compositors for dropping type and trampling on it. The cases in the frames should be closely watched, as in them are often stored little packages of pi, piece rule, etc. The quad boxes should be examined regularly, as many comps prefer putting italic or accented letters in those boxes to distributing them properly. The window sills, and other convenient ledges, where lines may be dropped or placed, should not be overlooked, as from these constant additions are often made to the hell-box, and small founts are rendered worthless in a short time. The rule and display cases require close observation, as founts are frequently mixed and piece rule cut for jobs. The distribution of fancy type should be done carefully, as fine or hair lines are often destroyed by the careless treatment received in distribution, the letters at times being thrown into the case as roughly as if they were small nuggets of lead. The