

PUBLISHERS' MISTAKES

IN an address before the South Carolina State Press Association on "Country Journalist and Printer," Mr. Hugh Wilson concluded as follows:—

It is a mistake:—

To buy two small fonts of body type instead of one large font.

It is a mistake to buy long primer, to fill a blanket sheet with leaded matter.

It is a mistake to buy long primer or brevier, because of the difficulty in getting suitable headletter for those sizes of type.

It is a mistake to buy a keg of tar, or to take a keg of ink which advertising agents offer, and attempt to print a decent paper with leaded long primer.

It is a mistake to think the public is not a good judge of newspapers, and it is a worse mistake to suppose that a great many people can be found who will pay for a poor paper which is badly printed.

It is a mistake to maintain fictitious circulation, with the idea that better prices can be had for advertisements.

It is a mistake not to have an abundance of headletter, and it is a greater mistake to neglect the heads.

It is a mistake to hire printers by the week, instead of by the piece.

It is a mistake to waste time in setting up miscellaneous articles. Better find original matter of some kind.

The chief business of the country office being to print the paper, it is a mistake to economize in the matter of body type. A surplus for use on extra occasions is of immense advantage.

It is a mistake to buy small job fonts. Better buy not less than twenty-five to fifty pounds of any letter which is used in heads or in advertisements. Six such fonts would be worth a cartload of smaller fonts.

It is a mistake to quarrel with one's competitor. Better let each attend to his own business; and if we realize the importance of our own work, we will find enough to do in pushing our own business. There is no sense or profit in local editors holding each other up to public ridicule.

It is a mistake to quarrel at all with anybody.

It is a mistake to make a circus poster of your advertising pages, or to use more kinds of type than is absolutely necessary.

A young country editor fell in love with the clergyman's daughter. The next time he went to church he was rather taken aback when the preacher announced his text: "My daughter is grievously tormented with a devil."—*Printer's Ink*.

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