

# Correspondence.

## SUMMER HOLIDAYS.

TO THE PRINTER AND PUBLISHER.

SIR, Your reference in September number to country papers that take a week's holiday, is timely, but does not, to my mind, go far enough. If a half-sheet during the intended holiday week is better than no issue at all, surely a whole sheet is better than either. I have come to the conclusion—perhaps unjustly—that a paper which can take a week's holiday, and not be missed by its readers, might almost cease existence entirely without the community losing a great deal. Further, there is a question of honor involved. Subscribers expect a paper every week, and pay for such. If they do not get it, is the publisher acting squarely with them? There is another point I would like to allude to. Some publishers are very indifferent as to regularity in going to press. If they issue on Thursday, sometimes the paper goes to press anywhere from 5 to 12 p.m. on Wednesday, or perhaps it is later on Thursday. In my own office we have done better than this, and our practice has certainly been an advantage to us from a business standpoint. Issuing on Friday, we make it a point to go to press at 4 p.m. Thursday. We may get there earlier, but never later than 4.30. Everything is bent to be on time, and I have the best of reasons for saying that our effort is appreciated. If there are any pointers here of benefit to the trade, they're welcome to them.

Yours truly,

Clinton, Ont., Sept. 4th, '93.

ROBT. HOLMES.

## TYPESETTING MACHINES.

TO THE PRINTER AND PUBLISHER.

SIR, There is no question so important to the newspaper fraternity just now as the type-setting machine, but the main thing is to find out which is the best and the cheapest consistent with good work. "Don" says that "machinery will supplant men, but even then just as many, if not more, will be employed. When machinery is perfected there will be more newspapers and cheaper ones," which is undoubtedly correct.

The tendency of the age is to get everything cheaper, and it's only a question of time when every paper in the land will be down to one cent. What has built up the Montreal Star, Toronto Telegram, Philadelphia Record, and many other papers? Simply the one cent price. And what is going to give the Cosmopolitan Magazine a circulation almost world wide? Why of course its low price, and other magazines, if they want to hold their own, are bound to follow suit and reduce in price.

The type-setting machine will reduce the cost of production, and enable publishers to give cheaper papers, which means, immediately largely increased circulations.

A new era is dawning in journalism, all caused by this latest invention. J Chambers says about the machines: "I have very decided ideas about the future of mechanical type-setting. Originally a disbeliever and a scoffer, I have become a convert. The machine is with us to stay, and is the life preserver of the modern newspaper."

"With the perfection of the printing machine came the invention of the typewriter, and while its relation to the news-

paper art is not obvious at first, there is no doubt of their interdependence. The success of the typewriter has hastened the perfection of the type-setting machine."

"The typesetting machine already looms up as a valuable coadjutor of the working newspaper man—whether he be reporter, editor or special writer. The compactness of the type-setting machine of to-day; the possibility of running it with a small dynamo and a jet of gas; the fact that one man can do the work of four and can produce type in columns ready for use with nearly the same rapidity that the expert typewriter can place words in a row upon blank paper, suggests that the writer talk directly to the compositor.

Before many years I confidently expect to see the typesetting machine, with the expert compositor behind it, take a place at the right hand of each writing editor's desk in every newspaper office in this country."

"Why shall not each "star" reporter hire his typesetting machine, just as he already employs his typewriter?"

"As an evidence that this system is thoroughly practicable, I have undertaken to compose this article directly to the machine. Some crudities of expression that may be apparent are due to the fact that what I have said went into solid type.

There is a famous maxim: "Littera scripta manet;" but, in this case, the spoken word is cast into hard metal almost as soon as uttered, and from its silver face can be no appeal, no alteration, no retraction!

As an experiment it is interesting, and I am sure that this is what we shall all come to eventually.

Doubtless, with experience we shall become better writers more capable of accurate and regular dictation. The saving of time in our brief and active human existence will add years of usefulness to our careers."

So we see from the above extracts the important place that the typesetting machine is destined to take in journalism, and what is more—it will as assuredly come true as that to-morrow's sun will rise.

But one thing must be done at once, and that is better work done than at present seen in some of the papers, or the eyes of the reading classes will soon be affected. In some of the papers, the type is too small, and the printing is simply wretched, but perhaps this is due to bad press work.

Pictou, Sept. 7, '93.

ALBERT DENNIS.

## ADVERTISING AND EXHIBITIONS.

TO THE PRINTER AND PUBLISHER.

SIR, You ask me to say something about the relations of exhibitions to the newspaper business. The idea prevails generally that exhibitions are a great help to the newspapers and that publishers advocate and advertise them for selfish reasons. The public is generally very ready to believe evil of the newspaper publishers and loth to accept anything to their credit. That is probably their own fault, they abuse one another in public.

I have been long enough in the newspaper business to know that the exhibition is one of the most deadly enemies of the newspaper business. The newspaper lives on its advertising. Manufacturers and exhibitors generally devote a certain portion of their means each year to advertising purposes. Long ago when exhibitions were small and attendance was proportionately meagre, a great bulk of the advertising went to the newspapers, now that exhibitions have been developed by the newspapers