



**Keeping
Subscription
Lists.**

A query was made lately by a Nova Scotian reader, asking for a convenient system of indexing subscribers' names as well as post-offices. A live Ontario daily and weekly office, on being applied to, gave the following as its experiences :

"The system in vogue in this office for keeping track of subscription accounts is very simple, and, I believe, works quite satisfactorily. Our weekly list is kept only on sheets. The name of each subscriber and also the post offices are arranged alphabetically. The lists are corrected once a week. Alterations, as they are received in the business office, are entered on the list, and these are sent to the composing-room weekly, where the corrections are made, and two proofs taken, one for use in the counting-room in the coming week, the other for use in the mailing-room.

"Our daily system is as follows: The names of subscribers in town are entered in a subscription book under the street on which they reside, and an index of the names kept in the front of the book. A small book is kept for each delivery route, and, on a leaf in this book, an account is kept with each subscriber, showing his street number and the date to which his paper is paid. The day before our collector makes his calls on each route, a slip is placed in each paper on that route telling the subscriber that the collector will call the following day. When he calls he has the little account book with him which tells him at once how each subscriber stands.

"Our dailies going by mail are handled just the same as the weekly subscribers—merely kept on printer's lists. The system may be crude but we find it satisfactory, and it does not involve much bookkeeping."

CHEAPEST IN THE END.

Not what you pay for the press, it's what the press pays you. Take the Challenge-Gordon for instance, it costs a little more than some other presses, but when you consider that it will easily produce from 2,000 to 5,000 impressions a day more than the cheaper press, it does not take much figuring to decide which is the press to buy.

Money talks! Impressions represent money, and put it at the minimum of 2,000 more per day and this excess will pay for the best press—the Challenge-Gordon—in a year. It has many improvements you should know about. Write to-day to The Challenge Machinery Company, Chicago, Ill., for a new illustrated circular.

TYPESETTING MACHINES IN EUROPE.

Written for PRINTER AND PUBLISHER.

ALTHOUGH the use of typesetting machines in Europe is not nearly so general as in our own or any other English-speaking country, yet they have now a firm footing in the newspapers of most of the large cities, and, no doubt, will yet be used as widely as in Canada or the United States.

The only large European country where they have not yet been received favorably in the large printing centres is Italy. The largest newspaper in Rome has seven linotypes, and one is used in the Government printing office. A Roman book-printing establishment also has one, but outside of these there is hardly a machine in the country. The use of typesetting machines for book-printing is limited on account of the makers not having sufficient Latin characters for Italian typography. This applies to the monoline more than the linotype. The printing establishments in Italy are small, and labor is not well paid. The work is usually done by the proprietor, assisted by one or two sons, and perhaps a small boy. It is doubtful if the average Italian printer could save enough money to buy a machine.

In Germany and Belgium typesetting machines are used to a considerable extent. The union printers were very much opposed to their introduction, but the proprietors and foremen received them with great favor. The most important objection put forth against them for use in private printing establishments is the impossibility of utilizing the material on hand, such as movable type, etc. They are little used in book-printing establishments in Belgium for the same reason. There are three or four manufacturers of typesetting machines making the "Typograph," "Linotype" and "Monoline." In Germany they are in use in book-printing offices as well as on newspapers. The cost of operating the three machines used on a large Frankfort paper is \$8.52 per day. This includes cost of attendants, power, loss of metal, etc.

France is much farther behind in the typesetting machine than either Germany or Belgium. They are used in Paris alone, and only on the largest daily papers. At a recent convention of French printers, held in Paris, the subject was thoroughly discussed, and experiments are being made which will no doubt result in the general use of these machines. There is even greater probability of their being used throughout the smaller cities and towns in France than here, as the distribution of stereotype plates among local publishers is unknown there, all the papers depending upon local labor for composition.

The Homespun cover paper offered by Buntin, Gillies & Co., Hamilton, is a handsome paper of good strength, with a medium rough surface. It comes in the regular size, 20x25, and in two weights, 50 lb. and 30 lb., at \$7.50 and \$4.50 per ream, respectively. There are five colors, being the neutral and dark tints, so popular for fine work. Printers who have not seen these goods should get samples without delay.