

Thomson Press Co., Toronto Type Foundry, Buntin, Reid & Co., etc., yet there was a fair reason to hope that the policy of bolstering up weak concerns would not be pursued by previous sinners. Here are Buntin, Reid & Co. down in the 1894 suspension for a secured liability of over \$12,000. In the recent failure the firm is down for \$1,400 secured and \$1,900 unsecured. Evidently the Brough Co. were able to go along by getting credits of this kind. Is it fair to the rest of the trade?

This kind of thing must come to an end some time. The only results from it are, as "Kingston" points out in his letter, the utter demoralization of business and rates, to the detriment of the whole trade. The supply houses keep giving out their material and the weak printing firms keep going to the wall. It appears, according to our correspondent, that a wish has been expressed that PRINTER AND PUBLISHER would go for Brough as a sinner deserving condemnation. Why should we go for Mr. Brough? It really seems, as "Kingston" avers, that the people who are to blame are the men who are paying cash for their stuff and who allow the houses who supply them with material to keep on bonusing weak concerns that are eating the profit out of the entire business by unprofitable methods. These cash men must have very little spirit if they go on standing it. Let them join with other men who pay cash for their type, presses and paper, and they will soon force the supply houses to put an end to the present vicious system. The remedy is really in their hands. We cannot blame Mr. Brough solely, who is a good printer and who finds 'nat the present methods of doing business allow him to suspend once in a while without apparently affecting credit; nor can we solely blame the supply houses, for it is their cash customers who did not kick against the practice at the proper time.

There is this to be said, however, to the paper and press men. The printer is a hard-worked man, tied up in the technicalities of his trade. He may be excused for not seeing the drift of poor business methods as clearly as the men who sell to him. They have more time to survey the situation and a duty devolves upon them to stop starting new offices on credit or floating weak houses into business again. The list of creditors in the latest Brough failure shows no regard for this prudent policy. Mr. Buntin, for instance, comes of a good line of business men and should consider what the ultimate result must be. Small losses are, no doubt, a mere flea-bite to well-off concerns like the Buntin firm, but it is the principle of carefully looking after the interests of all good customers that should govern the supply houses. This isn't done by indiscriminate credit. Let the supply firms just consider this: Supposing printers generally get the notion that reckless trading and a failure now and again bring no punishment, and that there's more fun in this kind of thing than in pegging away steadily year after year at a small profit, where will the printing business—already bad enough—land in?

Even after two failures the creditors of the Brough Co. are willing that they should go on again. And the business is going on. What the printers of Canada would like to know is where they stand with regard to these creditors.

The new photography is not satisfying everyone. An English paper, which got some photographs for reproduction, telegraphed back to London: "Photographs received very tame—send more sensational ones, such as interior of belly, backbone, brains, liver, kidneys, heart, lungs, soul!"

PRINTING IN MONTREAL.

JOB printers are more active. Mr. Peole, of the Palmers' Printers' Machinery Agency, visited every printing office in Montreal about six weeks ago and found many presses idle. He has just gone over the same ground again this week, and finds nearly every office running full time. They are all talking in a more cheerful tone, and seem to look for a good season's business. There are more enquiries for new presses and the latest labor-saving devices, which fact shows that printers are on a better financial basis. On Tuesday last he sold a new two-revolution Miehle press to Desbarats & Co., who are extending their premises and their business. They have a half-tone engraving department in connection with their printing and have a large share of the catalogue work here, for they are doing good printing. There are signs of general improvement in the character of the work turned out here. Business men for many years were satisfied with anything as long as it was cheap, but now they are beginning to show a willingness to pay a little more to be sure that the work is good. This will mean, before long, that many offices will have to replace the old-fashioned rattle-traps by the most improved presses and machinery. Once one starts the others will follow like a flock of sheep.

THE PRESS ASSOCIATION.

The members will learn with regret that Mr. John A. Cooper, the secretary, has been ill for some time, and is at present confined to bed with a severe cold. An important letter from Mr. Brierley, the president, is received as the forms of this issue are going through the press, and is unavoidably held over till next number.



THE GOLF HABIT.
Servant—"Goodness, sir, haven't you forgotten something?"
Jones—"Of course not, Susan. Oh, by jove, yes, my trousers."