

**A POINTER—NO CHARGE.**

**P**OINTERS given without charge are generally useless. A pointer will now be given, but its value depends on the energy and powers of apprehension possessed by the reader. People often buy a copy of their local paper to send to friends, and they find it troublesome to put on a wrapper. They may not have one and they may not have the mucilage necessary. Read this:

**THE WEEKLY JOURNAL**

Published to-morrow, is the great dollar paper of the west. It is brimful of local news, and is just the paper to send to friends at a distance. For sale, in wrappers, at Journal counting room.

This is an example of how an enterprising St. Thomas publisher gets over the difficulty, and makes the buying and posting of a copy of his paper an easy task. It is only a little thing, yet it is the little inconveniences of life that worry. For instance, a man never feels poverty so much as when he has ridden three blocks on a street car and discovers he has neither a ticket nor a nickel.

**THE EDITOR'S CHARACTER.**

**T**HE editor's character in most cases determines the paper's reputation—if the paper is a country weekly. The editor's morality naturally reflects itself in the tone of his journal. His selections are less trivial, less sporty, and more educative in their tendency. He chooses a topic or an article because he believes it will at least do no harm, and often because he hopes it will do good. The immoral editor's paper is generally careless, haphazard, perhaps disgusting. Canada has more country weeklies of the former class than the latter.

But in the city daily, the case is different. The editor writes editorials, other people prepare the sensational parts, and another staff look after the advertisements. Immorality may creep into a paper and destroy its tone in three ways: Through the editorial columns, through the news columns, and through the advertisements. When it creeps in through the first medium the paper is discovered at once, and the best people drop it quickly. When it comes in through the news columns, it is often excused, because people consider that a very sensational thing is the work of a young reporter and they pass it by until the paper commences to make a regular thing of sensational and revolting descriptions—and the wife telephones the husband to stop that paper before he comes home that day. That brings to the writer's mind what a brother journalist remarked the other day. He said: "You know I used to be on the ———, and I always have had it delivered at the house every morning for years, but this morning my wife told me that she didn't want to read it any more." The reasons were similar to those already mentioned.

But immorality may also creep in through the advertising columns, and usually the paper that sells its columns to such advertisers as the Erie Medical Co., gains nothing. "Santal-Midy," "Big G," and similar advertisements, bring in a certain amount of revenue, but it is doubtful if any paper really gains what it makes out of these. That is, what it gains directly, it may lose indirectly by losing its tone. To keep a circulation, the paper must be such that no reader can take exception to its tone, and to keep advertisers, the circulation must be maintained. The editor is not a man who can make money, and care not what sort of influence he wields. He must be narrow and self-

fish, indeed, who takes such a view of his occupation. The editor and the newspaper manager influence the world, and are morally responsible for the character of such influence.

**TIPS FOR OFFICE AND SANOTUM.**

**T**HE exchange table is an important adjunct of every well-regulated editorial room, but it is often not fully appreciated. The swindlers are numerous in these latter days; but let one of them be exposed in one locality, and the exchange carries the intelligence of his manner of working to large numbers of his intended victims. As a consequence, he changes his field of work to some point far remote, or is seized by the strong arm of the law. In that case, the exchange table acts as a successful detective bureau.

Pressmen frequently have difficulty in bronzing surfaced papers successfully. The cause of the difficulty is the heavy coating on the surface of the paper, which absorbs the size so that the bronze will not stick. The remedy is to run the sheets twice through the press, using size each time, and allowing it to dry after the first impression, which it will do very nicely, says the Lithographers' Journal. The first printing fills up the pores in the paper, leaving an excellent ground for the second impression, to which the bronze will adhere firmly. The extra cost of the double working should, of course, be taken into account in estimating the cost of the work, as it absorbs some time and material.

Pressmen waste a good deal of time, says the American Bookmaker, by not properly preparing their beds, cylinders, rollers and forms before starting on their patching up. The bed of a press should be carefully wiped off with an oily rag until no particle of dirt remains. The cylinder should be gone over carefully and all remnants of the previous make-ready removed. The rollers should be examined for the purpose of finding out whether they are in proper condition for the job upon which they are to be used. The back of the form should be wiped off so as to remove any dirt which may have come from the composing room, and when placed on the presses should be unlocked, planed down and locked up again carefully to prevent springing. If these points are carefully attended to there will be much less patching up to do than would otherwise be necessary.

Dr. L. Webster Fox, a distinguished Philadelphia oculist, gives the following advice to editors, printers, etc., regarding the care of the eyes:

"Avoid sudden changes from dark to brilliant light. Avoid the use of stimulants and drugs that affect the nervous system. Avoid reading when lying down or when mentally and physically exhausted. When the eyes feel tired rest them by looking at objects at a distance. Pay special attention to the hygiene of the body, for that which tends to promote the general health acts beneficially upon the eye. Up to forty years of age bathe the eyes twice daily with cold water. Do not depend on your own judgment in selecting spectacles. Old persons should avoid reading by artificial light; be guarded as to diet and avoid sitting up late at night. After fifty, bathe the eyes morning and evening with water so hot that you wonder how you stand it; follow this with cold water; that will make them glow with warmth. Do not give up in despair when you are informed that a cataract is developing; remember that in these days of advanced surgery it can be removed with little danger to vision."