

### The Cost of Cylinder Presswork.

J. M., IS THE Bookmaker for February, presents an analysis of the cost of presswork in New York, making it \$9.68 per press per day. THE IMPRINT takes the liberty of adapting his figures approximately to a Toronto office running three first-class cylinder presses, with the following result:

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|---|--------|
| Rent and power at \$1,000 yearly, per press                                     | \$1 10 |
| Interest at 6% on \$2,500, cost of each press                                   | 50     |
| Insurance at 2% per press   | 17     |
| Wear and tear in 10 years the press may sell for \$50, loss of \$2,000— per day | 66     |
| Rollers, 15 cents; feeder at \$6 per week                                       | \$1 15 |
| Ink cheap work 10 cents per lb., 10,000 impressions                             | 1 00   |
| Pressman, \$20 a week, each press per day                                       | 1 00   |
| Porter, at \$12 per week, handling paper, etc.                                  | 66     |
| Bookkeeper, at \$15 per week  | 83     |
| Gas, per press, daily   | 95     |
| Benzine, oil and rags   | 93     |
| Proprietor's earnings, at \$25 per week   | 1 39   |
| Total cost per press per day  | \$8 54 |

The above figures go to show that it costs \$8.54 to turn out 10,000 impressions per day, say 85½ cents per 1,000. No allowance is made for delays while press is standing idle during make-ready and through a dozen and one other causes constantly arising in every press-room. Our readers will do well to figure out exactly the cost of their presswork, taking the above items for a basis and adapting them to the actual expenses of their own offices.

### The Appropriation.

"I WOULD divide the advertising appropriation in this way: Use the best paper first, and take enough space to make the ad. effective; use all you profitably can in that paper before you consider any other. I would rather have one good ad. than two poor ones. Schemes and programmes and novelties can wait. You'll not lose anything if you leave them altogether.

"A great deal is said of the mystery of advertising, of its subtlety and its uncertainties. It is as simple and certain as daylight, once you think of it in the right way. It is just as simple as hanging up your sign, or saying, 'Here are some fine peaches, Mrs. Jones, 20 cents a can.' When your ad. goes in the paper you are simply hanging up thousands of signs, and speaking to hundreds of Mrs. Joneses."—Printers' Ink.

A MR. DAY was lately married to a Miss Week, and the muse of the Port Hope Guide is inspired by the event to perpetrate the following:

A Day is made, a Week is lost,  
But time should not complain;  
There'll soon be little Days enough  
To make the Week again.

### Imitation the Sincerest Flattery.

WHEN the Toronto Type Foundry was established in 1887, a modest circular was sent out stating that fact and advising Canadian printers that our product would be made upon the Point System, or American System of Interchangeable Type Bodies. This system was at that time unknown in Canada, as the non-progressive concerns then in the country preferred to keep the printer ignorant of the great advantages of the new order of things as proposed to be inaugurated by the Toronto Type Foundry. Every possible and impossible method was adopted to prejudice the minds of the trade against our enterprise. Not satisfied with asserting that type could not be made in this benighted country, our competitors warned the trade in the following grandiloquent style not to patronize our foundry: "Pay no attention to such glittering and misleading phrases as 'the American System of Interchangeable Type Bodies,'—the 'Point System,' etc. Do not exchange a certainty for an uncertainty. Experiments are invariably expensive. Only use the type that has given the best of satisfaction in Canada for a score of years and in Great Britain for three-quarters of a century."

Merit is bound to win, and the Toronto Type Foundry went on making type on the Point System and convincing printers by practical experience of its superiority over any other type, until to-day our competitors are forced to adopt the same system or get out of business. The announcement is made through the Printer and Grocer in the following self-complacent words: "This difference in systems has long been a vexation to printers, and much credit will undoubtedly be given to Mr. Patterson for his foresight in introducing the change. A great deal of worry over spaces and quads will be obviated, and a saving in time of workmen will be effected." Yes, indeed. But it is a case of "hindsight" rather than foresight, and the "vexation" has been not to the printers but to the back-number type agency that has been unable to dispose of its three-quarters-of-a-century-ago products. The credit for introducing the new system belongs to the Toronto Type Foundry, and it is now in order for us to caution printers against buying spurious imitations of the Point System, and procure only the original and guaranteed article as introduced and exclusively manufactured in Ontario by the Toronto Type Foundry, which, after seven years' practical trial, has superseded the old time article and demonstrated the greater economy and superior value of Point System type.