

proprietor whose circulation does not require such speed. They are in good order, and no doubt can be had at a bargain.

MR. ARTHUR WARE, of the *Gazette*, was down at the Columbian celebration in New York. He had trouble about lodgings, but was too old a night hawk to mind a little thing like that. The boys in New York could give him no pointers on card tricks. He mystified the best of them.

BESGOUCH cartoons have commenced to make their appearance in the *Star*, and of course are all that can be desired. The *Witness* also has a young man named Frost who is well up with the procession. He hit off Mayor McShane and the famous Plourde horse to a nicety the other day.

BOTH the publishing and the paper trades are represented in our civic jaunt to Chicago; the representatives are A 1 at that, viz.: Ald. Rolland, Chairman of Finance, and President of the Rolland Paper Co., and Mr. Richard White, Acting Chairman of the Harbor Board, and President of the *Gazette* Co.

THE headquarters of the *Militia Gazette* have been changed from Ottawa to Montreal, and in future it will be issued twice instead of once a month. The journal in its new form is eliciting many tokens of approval from military men. M. J. B. Edwards of the *Dominion Illustrated Monthly* is the new editor and proprietor.

NEWSPAPER proprietors and printers who have not already done so are considering the advisability of putting type-setting machines into their offices. The *Witness* and *Herald* have some of the new Linotype pattern, but it is too early to speak of the result. The proprietors of the *Gazette*, it is understood, consider the matter as in the transition stage as yet, and have decided to await more definite developments.

MR. ROBERT SAMUELS, for many years the genial secretary-treasurer of the *Gazette* Printing Company has resigned, and the boys on the *Gazette* staff will miss his face after the 1st of November. It is on the cards that he will enter into partnership with Mr. Buck Chaffee and Mr. Robert Salter, late superintendent of the *Gazette* job department, in the new *Herald* Job Printing Company, which is apart from the journal of that name.

FALL ANNOUNCEMENTS

IT is pleasant to observe occasionally that a few papers have some back bone. Too many of them give one the impression that they are seekers after charity—that readers should subscribe as they would buy a comb or duster from a blind pedlar, not because they needed it, but to give to charity without encouraging begging. Newspapers should insist on cash payments, and that in advance. They would do

much for themselves and more for their advertisers if they would constantly urge cash transactions in preference to long credits. Here is a fall announcement by the *Thamesville Herald* that has the true ring in it.

"Among the special reasons we have for asking our readers to assist us is that the *HERALD* is the Local paper of East Kent. That during the five years it has been under the present management we have never failed mailing an issue by the early mails every Thursday morning and given 52 papers every year, not missing five or six issues yearly as the other local papers. We carefully keep our columns free from anything that cannot be read by every member of the family. The *HERALD* reaches its readers regularly one day earlier in the week than any other local paper. We do not fill up our columns with patent medicine advertisements and dead head matter, but give reading instead. We never give premiums, believing that when our readers pay us a dollar for the *HERALD* they want a dollar's worth of *HERALD*, and not 75 cents worth of *HERALD* and 25 cents worth of premium, for no publisher can give a premium unless he takes the amount it costs him from the cost of getting out his paper. Our experience, and it extends over 25 years, is that no local paper can be published at less than \$1 a year, whose circulation is under 1000, if the publisher expects to make anything on his subscription list. We do not club with other newspapers because many can only afford one paper, and the one we want them to take is the *HERALD*.

We ask every reader of the *HERALD* to show their copy to their neighbors and ask them to subscribe, as the larger the list of our subscribers becomes the better the paper we will be able to issue; therefore it is as much to your advantage as ours to increase the number on our mail list."

WRITER'S CRAMP

MR. SALA, the well-known journalist, has been asked to prescribe for "writer's cramp," so he writes as follows in his "*Sala Journal*":—"Leave off smoking, give your hand such rest as you can, use dumb-bells, and those of a moderate weight; don't swing them too violently or too long. When you write support your hand upon a round ruler; or, best of all, get a typewriter. Playing with your fingers on the keys thereof is an admirable way of checking the tendency towards 'writer's cramp.'"

MME. PERR, the only woman journalist in Belgium, died recently, aged 81. In 1866 the press banqueted her on her golden wedding with journalism. Honors conferred by the king entitled her to a military funeral.