

HINTS FROM A WESTERN PUBLISHER.

WRITING on weekly make-up, L. D. Wait, of The South Dakota Democrat, says: Lengthy editorials and local items should be headed, but I am emphatically opposed to long-winded editorial dissertations. The readers of the average country weekly do not read them under any circumstances, while if short, pithy articles are penned they are almost universally read. With local happenings it is different. The very nature of them insures their careful perusal, and a head now and then relieves the monotony of the local page and makes the matter more attractive to the readers.

A "box head" for a weekly is always neat and tasty, and if the name of the paper is not too extended a little advertising artistically displayed at each end sets off the head to good advantage. The advertising matter should be changed with each issue of the paper. Caps of pica make a very good date line, and the wording should all be spelled out in full. Many publishers commit a breach on the profession by abbreviating "county," "State" and the "month" of the year in their date lines. Display ads. to appear typographically neat should be encircled with pica border.

No office is complete without a few fonts of border — they help to break the monotony.

After years of experience I have found this outline to be very profitable to myself and very acceptable to the average newspaper critic. The foreman needs to possess a very high degree of intelligence in making-up the forms. He must use judgment in placing the advertisements on what would naturally be their most appropriate and profitable pages. I have found that an advertisement of a corset or household product should not appear on the real estate or financial page, nor a whiskey or tobacco advertisement on the woman's page. Many spoil their local page by inserting patent medicine locals among their personals. This suits the medicine concern, but not the man who pays \$1.50 a year for the paper. But how often do we see this incongruous state of affairs! Perhaps some of you gentlemen have thoughtlessly "made-up" your paper in the same way, and if you have you did not make your space as valuable to your advertisers as you would otherwise have had you exercised a little better judgment in according to each advertisement a position on the page where it would have had a chance of being read by the greatest possible number of probable buyers.

DECISION AS TO ENGLISH SUBSCRIBERS.

The Newspaper Owner and Manager, of London, notes a judicial decision regarding the matter of delinquent subscription, which is of interest to publishers generally. A subscriber to The Irish Field paid his subscription to the paper in advance in the years 1895 and 1896. He did not pay for it in 1897, nor at the beginning of this year. The paper was, however, still sent to him, and he made no objection or protest till August 15 last, when, upon receiving an account, he returned the current week's copy and wrote that he did not want the paper. He refused to pay the £1 4s. 9d. which had accumulated, and hence the action. The recorder gave a decree for the full amount. An attempt was made to show that there were good reasons for the refusal to pay, the paper having, since 1896, been transformed from a sporting to a financial journal, and raised in price from 1d. to

3d. The recorder, however, held that the defendant should have written to express his disapproval and to stop the paper; and we think that most people, certainly most newspaper publishers, will agree with this view. At the same time, the decision in the case does not settle all the difficulties which arise in connection with this matter of subscriptions.

HALF-TONES ON A FAST PRESS.

GEORGE QUIGLEY, pressman of The Grand Rapids, Mich., Press, is credited with being mainly responsible for the excellence of half-tone cuts cast into the stereotyped plates. He reports. "Our experience has taught us that, in the first place, it is necessary to have the half-tone plates cast into the stereotype plate in the proper manner. The half-tone plate must be curved accurately and must be held firmly to the matrix when being cast into the stereotype plate. As for the method of curving and holding the half-tone plates to the matrix, every stereotyper has a scheme of his own, being governed somewhat by the style of casting-box he may use. Now that the stereotyper has made his plate, the next question is: How long has it taken him to do it? He has his half-tones all ready to be cast. These are made ready before he begins to make the plates for the day. When the form comes to him in which a half-tone goes, there is a dummy plate the exact size of the half-tone plate. He goes right ahead and makes his matrix. When ready to cast, he lays his half-tones in the place prepared for them by the dummy, fastens them there, and casts his plate. He thus casts his half-tones with the stereotyped plate without taking any more extra time than is necessary to fasten the half-tones to the matrix, which, on a page with three ordinary sized half-tones, would not exceed three minutes. The pressman now takes a 'turn' with it. The half-tone plates do not come as a general thing on the 'starters,' so that he has a little time for 'making-ready,' if the flat-bed pressman will allow me to use that term. The absurdity of the term 'make-ready' will be apparent to the flat-bed pressman when he considers that the web pressman has a curved plate one-half inch thick, the size of the page of his paper, with narrow ribs about one inch apart running around the inner surface of the plate and shaved to about one-eighth of an inch bearing, that is what he has got to put his under-lays on, if any are necessary. The tympan on a web newspaper press generally consists of a rubber blanket, with a felt blanket covering it. You can readily see that an overlay would not have much effect, excepting, perhaps, to destroy your blanket. The method we employ in our pressroom is a clean press, clean ink and good rollers properly adjusted. A felt blanket that has been well 'beaten in' gives the best results. The rest of the 'make ready' consists of a judicious use of a small chisel and small hammer on those narrow ribs right where the flat-bed pressman would put an underlay."

The Granby, Que., semi-weekly Mail is again to be enlarged.

Claud Bryan, of The Toronto Globe staff, who has been acting as private secretary to Mr. Willison, the chief editor, for some time, has accepted a similar post with Hall Caine, the novelist, and leaves for England December 30. Mr. Willison has appointed R. Coates, formerly of The World staff, to the position.