

**SPECIAL EDITIONS AND SPECIAL MENTION.**

AS an evidence, though none is needed, of the enterprise of the Brantford press, both *The Courier* and *The Expositor* got out specials in connection with the recent meeting of the Masonic Grand Lodge there. We have only seen *The Courier's*. It was a finely-printed, six-page, illustrated extra with portraits and sketches of the prominent officers. There was a history of Masonry in Brantford. The half-tones, one of which set forth the well-known countenance of that enthusiastic Mason, John Ross Robertson, M.P., were as good as anything we have ever seen in this process. The advertisements in the supplement were numerous, and excellent specimens of setting and suitable type.

The Yarmouth, N.S., *Daily News* has been in existence a year and shows a circulation of 900 with a satisfactory tendency to expand. It has the daily field to itself in a place of 8,000 inhabitants. The energetic publisher, Mr. W. Saunders, intends getting out a special anniversary issue in October on fine paper fully illustrating Yarmouth, its men and industries. Yarmouth will find an enterprising paper a valuable adjunct to local prosperity.

All the way from Ballarat, Australia, comes to **PRINTER AND PUBLISHER** a Jubilee special issue of *The Evening Echo*. The first page was adorned with illustrations in the three-color process, well done. This was part of the regular news edition and indicates a good office plant.

Last, but not least, we mention the illustrated magazine number of *The London, Ont., Daily News*. Our copy went astray in the mails or it would have been referred to before. It was an anniversary number intended to mark the success of this year-old enterprise. From the artistic standpoint it was a gem. Printed in several colors on fine paper and with a cover, ornamented with a picture of fruit in natural colors, the number was a specimen of the taste and skill which are now lavished on newspaper publishing in this country. London was represented in countless illustrations of its buildings, scenery, citizens, etc. One page, a capital idea, was devoted to a group of baby faces, "our coming citizens." The whole number could challenge comparison with similar publications in any part of the world. It is only a feeble acknowledgment to say that *The News* management has produced a splendid piece of work.

**PROFITS OF ENGLISH MAGAZINES.**

THE *London Mail* gives some information in connection with the reconstruction of the business so long carried on by Sir George Newnes, which includes the proprietary of such magazines as *The Strand Magazine* and *Tit-Bits*. The rapid growth of the concern warrants the contemplated increase in its capital from £400,000 to £1,000,000.

Sir George is the pioneer of popular weekly journalism. He started *Tit-Bits* in 1881, and it speedily assumed a gigantic circulation, which has increased annually. The sale of the Easter number this year was 691,000 copies.

*The Strand Magazine* appeared some five or six years back, and its sale to-day is equal to the combined issue of all the English popular monthly publications.

In addition, the company is the owner of *Woman's Life*, *The Hub*, and many other well-known prints. Not satisfied, appar-

ently, with his other successes, Sir George now owns *The Westminster Gazette*, *Weekly Dispatch*, and other profitable ventures. Barely over forty, he is in the prime of life, and his business can look forward to a long career of enterprise and prosperity.

An idea of the magnitude of the business and of its earning power may be gathered from the circular sent to present shareholders, notifying them of the details of the plan of reconstruction, the leading features of which are these:

"The reconstructed company is to have a capital of £1,000,000, £900,000 of which is to be issued—£500,000 in 5 per cent. cumulative preference shares of £1 each, and 400,000 ordinary shares of £1 each. Each member of the existing company will receive for every £1 share held by him, or her, £1 in cash, or a £1 cumulative preference share (or partly in cash and partly in shares), and one fully-paid ordinary £1 share in the reconstructed company.

"The profits of the company have gradually increased from £43,282 to £66,698 for the year ending June 30, 1897. To pay the dividend on these £500,000 preference shares will require per annum £25,000. Hence, if the profits are taken at £66,600 per annum, there will remain, say, £41,600 per annum for division on the ordinary shares. This amount, it is anticipated, will increase year by year."

**COLORED PHOTOGRAPHS.**

In a three-color process, negatives are taken, each to represent one of the three primary colors. These impressions are transferred to stones, inked up, and printed from as in lithographic color printing. In crystoleum coloring, a print preferably a silver albumen, deeply printed to give a bright image when viewed through—is mounted on glass, and then rendered transparent. When dry, rub gently with No. 0 sandpaper, without damaging the albumen film, till the paper is nearly all removed, some workers prefer then to finish off with cuttlefish powder. Next immerse glass and film in Canada balsam,  $\frac{1}{2}$  oz., and white wax and paraffin, each  $\frac{1}{4}$  oz. When the picture has become quite transparent, wipe off excess, and apply the oil colors at the back. The delicate colors, thinned with oil, are put in first, and then the masses of color, made opaque by mixing with white. Place behind the glass a white card, and bind the whole with gummed paper round the edges.

**NOT READY TO BITE.**

An Ontario publisher records a cool proposition in advertising. A firm of mining brokers wrote offering a prospectus of a company "to be inserted once or twice without charge as a sample in the way of a striking ad." If the company "got any business" they would continue it, paying in shares. The publisher had his wits about him for, in declining, he wrote:

"Your proposition is cool enough to be an antidote to the recent hot weather. A gullible public may be ready to buy shares in any balloon scheme that is floated, but we hope no one in the printing fraternity will be consummate ass enough to accept your proposition either to insert your advertisement free or take mining stock in payment. Our experience with mining advertisements has been small, but sufficient to lead us to demand payment for them in advance in future. Enclosed is our rate card; we shall be glad to have your order, if accompanied by a marked cheque."