

party hacks, supporting what they think the party desires them to support: they are merely blind sub leaders of the blind. Both classes and nearly every journal in Canada is in one of these classes are equally dishonest. In fact, of the two kinds of dishonesty, I prefer the former. I prefer them because they are not wolves in sheep's clothing they are wolves in wolves' clothing. What Canada needs is a regenerated press.

Whenever I take up my pen to write, my conscience tells me to yield that pen aright. I feel as I felt when my old grey-haired mother placed her hand on my head and said: "Go, my son, into the world, and make it the better of your being there." I have lost the full intensity of that feeling, but it is still there.

I believe in my heart of hearts that newspapers make the world far more than the preachers. The mothers make the world, certainly, but the newspapers mould the mothers. The newspapers pump the fresh air into the thinking and talking atmosphere of the world. If what they dump in is foul and unclean, those who talk and think will be foul and unclean. At times one is lead to wonder whence comes all the vileness and uncleanness which flows from the pumps manned by the staff of some of our leading papers. And then as to the smaller pumps in the back woods, such as I oversee, how many of us pump out bad air, either because we don't care, are too careless to know what we are doing, or because we have some ulterior motive which hides that which should always be in view the ultimate good.



DETAILS IN JOB PRINTING.

BY H. P. MOORE, UNION FREE PRESS.



BEFORE a man engages in the printing business he should be in possession of a determination to make it successful. If success is to be attained the first qualification is intelligence, and no job printer can be successful without this essential. Ignorance is nowhere more fatal to success. There must be a thorough knowledge of the

business in all its details, for it is almost entirely in small things that success or failure lies. It will not suffice, either, for knowledge and supervision to be limited to the foreman and employees of the office, for the employer himself must be a practical observant worker, whose well-directed energy and oversight alone can accomplish desired results.

This position deserves to be emphasized, for it is a self-evident fact that there is no business in which a thorough practical knowledge of every detail is more needed than in the printing business. The employer must be more than a good business man to successfully conduct a trade of the character and demands of ours. It is necessary that he also be technically acquainted with the business of which he is the head, that he knows not only how to keep his books and collect his accounts, not only how to figure on work to make a fair profit on it, and then how it should be done to assure the profit; he must understand the details. It may be said that the foreman should understand and attend to details. This is of course admitted, but the more the employer knows the more respect he is entitled to and receives from his foreman and employees generally. His knowledge is a check upon them, and is frequently an incentive to them to improve and excel in "The Art of Printing."

Method in management particularly in little things is a very necessary feature in the job office. Where an office is systematically conducted the public soon becomes aware of the fact, and a confidence, of value to the business, is engendered.

This applies not only to the internal arrangement and operation of the office in all departments, but should include attention to the minutest detail of every customer's order. The importance of this latter should impress itself upon the attention of every printer who aims at permanent success, for vigilant and conscientious oversight is the price of both profit and reputation.

There prevails in all offices too much of the spirit exhibited in the oft-heard expression: "That's good enough; it'll pass, let her go." No job is "good enough," nor should be allowed to "pass" unless it has received due care in its execution at every point and is the best that can be turned out in its class of work.

This thoroughness in detail is desirable, not only in the interests of the customer and the office, but to the workmen as well. An apprentice who has been honestly trained to give his most careful attention at every point in his work finds on reaching manhood that he has acquired more than mechanical skill, he has been educated in probity, self-control, respect for the rights and property of others, and faithfulness to accepted trusts. All this, too, while he has been acquiring other manly virtues such as a sturdy knowledge of his position and its rights which he becomes enabled to assert and maintain thorough confidence in his ability to do thorough and satisfying work for his employer and his employer's clients.

If the job printer has practical knowledge of details, how much firmer is the foundation on which he stands in estimating on work in prospect? This knowledge will often save much annoyance, and just as certainly much time and money.

There are details in the printing business which cannot be trusted to the most careful foreman. They must be looked after by the employer himself. Especially is this the case in the study of trade literature, the exchange of ideas, the remembering of points advanced by successful experts, added to the constant watchfulness of little things. In the details are the profit or loss of the job printing business.