

before signing. I'm sometimes told by advertisers, that unless I'm willing to accept their contract as printed, they cannot do business with me. To such intimations I always promptly answer that they can get their announcements into my paper only on such terms as I am willing to offer; and, though bluff and bluster sometimes follow, they usually accept the situation, and conclude such a contract as I am willing to make. In fact, in all my newspaper experience, covering a period of about sixteen years, I can recall but one instance where my refusal to yield on the question of position prevented a contract being made. I always provide a supply of short miscellaneous items—the shorter the better—and my foreman is instructed to put advertising readers in a column or department by themselves, sandwiching between them the short items referred to; thus each follows "pure reading matter," and I have complied literally with my contracts.

#### SUMMARY OF THE DISCUSSION.

Sizing of matter—commencing departments with the shortest item or article and concluding with the longest—adds much to the appearance of a page and is generally in vogue. In many offices this is carried out to the extent of sizing correspondence, which I would always do, excepting when lack of time renders it impracticable.

A weekly newspaper, judiciously edited and artistically made up, quietly ingratiates itself into the good opinion of its readers and, in time, becomes a family friend. Its features become so familiar, its face so well recognized, that its coming is greeted with a hearty welcome. Any material change in its make-up is apt to produce a frown.

#### JUDGMENT IN TYPE DISPLAY.

IN THE progress of ornamental typography, the average job compositor is being educated to something higher in his calling; or, if he is unwilling to advance with the newer demands of the age, he is relegated to do what little common work there may be for him. To bright young job printers, with taste and imagination, and a laudable ambition to aid in the fostering of the growth of the beautiful in every-day printing, the rapid increase of fancy job work is an incentive to do their best. Artistic work, such as is now absolutely demanded from many job offices, requires compositors endowed in some measure with the artistic faculty.

The men with the skill and ability to plan and execute the tasteful, ornamental designs growing in favor from month to month will be the leading job compositors of the present and near future. It is well for us all, old and young, to enter heartily into the new and better system of job printing that has come in vogue.

Displayed advertisements and general job work furnish an unlimited field for the study and practice of harmony and proportion, and the student is only limited by his capacity to learn. This part of the business requires more care and good judgment than any other, and it is the part in which so many otherwise good workmen fail. Displayed work requires the whole attention of the operator, if the best results are to be obtained. He cannot attend to his work properly, and at the same time have his mind upon something else. Too much importance cannot be attached to this part of the printer's work, because, where it is required at all, it is the principal thing to be looked after.—Utah Editor and Printer.

For  
Printing  
Folding  
Slitting  
Perforating  
Winding  
Cutting, etc.,  
10 Years best U.S. experience  
in this special line.

PAPER

### Special Paper Handling Machinery or Attachments Designed to Order.

C. J. ROBERTSON,  
12 PHILLIPS SQUARE,  
MONTREAL.

#### EXPERIENCE WITH AN ADVERTISER.

V HAROLD, of The Shelbyville (Ill.) Leader, writes to Newspaperdom:

In response to your request for odd experiences of newspaper men, allow me to submit the following, which I consider altogether unique:

Several years ago I was publishing *The Greenville Sun* and doing business (located, probably, would be the better word, as he does not seem to have done much business). Located under me was a groceryman and queensware dealer named Justice. One day he came into my office and I said to him:

"Mr. Justice, why is it you do not advertise?"

"I do not think it pays. I used to advertise, but have given it up, because I found it didn't pay."

"Perhaps you didn't go at it right."

"I have tried every kind."

"Did you ever try giving prices?"

"No."

"Have you got anything you are particularly anxious to sell?"

"Yes; I have a lot of hanging lamps, and, strange as it may seem, I have never sold one since I have been in business in this town."

"What are they worth?"

"Oh, I don't want to sell them at a sacrifice."

"Well, give me some prices, and I will see if I can not sell them for you."

The result of the talk was that I was authorized to run six lines, and in three two-liners I rang in the changes about "beautiful hanging lamps at Justice's for \$2.50 up." At the end of two weeks, Mr. Justice came up and ordered out the locals, saying he had sold every lamp. I, of course, asked him if I could do anything more for him. He didn't think I could, "to-day."

And the marvelous part of my story is that that man Justice never spent another cent for advertising.

It is a wicked satisfaction to know that he isn't in business any more, having failed a year or two after this episode.

#### A NEW CUTTER.

The Oswego Machine Works, Oswego, N.Y., manufacturers of the Brown & Carver cutters, have recently taken out patents on an improved automatic clamp cutting machine for textile manufacturers, paper mills, bookbinders, paper box makers, printers, etc., which cover a distinct advance in this line. The improvements are greater efficiency and accuracy of work with high speed and simple mechanism. It was expected that this cutter would cheapen the cost of cutting and also produce better work than has heretofore been possible on automatic cutters, and the results from machines in operation for some time past have more than substantiated the claims of the makers.