

# Printer and Publisher

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## EDITORIAL NOTES

ANOTHER printer is to be immortalized, as a new series of type, designed by the Dickinson Type Foundry, has been called the Cushing, after Mr. J. S. Cushing, of Boston.

Do not force circulation by fake schemes, but rather by a process of worth and merit, as these win when all other resorts fail. Fakes are more expensive in the end than work and money spent in producing a good paper.

EVERY printer or publisher who wants to make money must do more than get a fair price for his work. Every detail connected with the execution of the work should be carefully watched, or left in the hands of careful and skilful foremen.

A FEW weeks ago the *New York Sun* said:—"The girl who is thinking about an occupation, with a view of making it support her, might do a great deal worse than learn the printer's trade." The *Inland Printer* suggests that better be substituted for worse.

AT the Bible House, Fourth Avenue, New York, Mr. J. Emery McLean fills the proof-reader's desk, where the Scriptures are printed in 242 languages and dialects, Mr. McLean doing all the proof-reading, and yet he does not understand any language but English. He is a Canadian, and not thirty years of age.

INSURANCE and Loan Companies ascertain the rates chargeable by careful computations. Newspapers copy the rates of some successful concern, regardless of their own conditions. The publisher should figure out the cost of producing his paper, and then divide that sum by the number of inches he intends to devote to advertising purposes. To this add say 25 per cent. and then a fair rate may be reached as to the cost per inch. That price should be charged for each inch, no deductions to be made for large spaces.

ADVERTISING is not altogether dead in this city, as one firm recently filled two pages of *The Mail* with its announcement.

It may be economy to use old exchanges for newspaper wrappers, but it is a mistake nevertheless, as many blunders are made by post office clerks in their hasty efforts to ascertain the addresses either written or printed on the printed wrappers. These blunders lead to the non-reception of newspapers, and a subscriber soon loses interest in a paper that misses periodically, lack of interest ending in a refusal to renew his subscription.

ONE of the troubles of an exchange editor is the slovenly mode of wrapping newspapers adopted by some publishers. The wrappers are frequently very narrow, and placed around the centre of the folded sheet. This stupid proceeding admits of the folded corners being worn or torn in the post office bags, and the trouble experienced in opening such papers is so great that they are thrown aside as useless. Editors often wonder why certain good paragraphs are not copied by their exchanges, but their wonder would soon cease if they occupied the clipper's chair. If the clipper finds fault is it not fair to assume that the subscriber also does? A good wide wrapper, into which the folded—not rolled—sheet has been put, is the most satisfactory for publisher and subscriber alike.

AT the annual opening of the Edinburgh Branch of the British Typographia, Lord Provost Russell presided, and pointed out the advantages which the institution offered in keeping up the high position which Edinburgh held as a printing centre. This branch was started three years ago, the corporation of Edinburgh giving it an annual grant of \$250, while the employing printers gave a donation of \$300 to begin with. Among the subjects taught by expert teachers are imposing, title-setting, algebra composition, tabular matter, etc. The fees for apprentices are very small, and the season lasts from November until March.