

CANVASSING IN OTHER'S TERRITORY.

THE Georgetown, Ont., Herald has the following: "We regret to note that our cotem., The Brampton Conservator, is rather overstepping the rules of fair play in sending into a neighbor newspaper's territory a canvasser to endeavor to steal away work that naturally and justly goes to the home office. The Conservator has an excellent territory of its own in which to display its enterprise, and if the manager devotes his whole time to that constituency, he will not do it more than justice. The Conservator's dilemma, we suspect, has been brought about by trying to do what cannot be done with a profit in a town of Brampton's size, namely, publish two papers a week, at the price of one. Of course, if The Conservator is satisfied to indulge in the expensive experiment, it is none of our business, until it endeavors to make up the shortage by preying upon a constituency that, in common fairness, belongs to another. The Herald does not canvass for orders for job work outside its own constituency, limited as that may be, and The Conservator will find itself more worthy of favor if it follows the same line. This does not mean that The Herald does not compete in workmanship and price with any first-class office, The Conservator included. This it is always prepared to do, and claims that it has the first right to the patronage of its territory, for whose interests it works, as against the transient canvasser who cares nothing for it, except for what he can get out of it."

There are two points brought out in this article which PRINTER AND PUBLISHER thinks are worth comment. As to canvassing in another's territory, it is generally admitted in business, unless there is an agreement between competitors to the contrary, that a man has a right to look for orders wherever he can get them. On the other hand, The Herald's argument that a paper is entitled to all the patronage of its locality is correct. A local paper is the mainstay of its own district and any merchant who goes past it in awarding printing is both foolish and ungrateful.

SIMPLICITY WINS.

No printing office is too small nor too meanly equipped to set good strong readable ads.

Take the plainest type in the house, allow plenty of white space, and you can usually depend on having a first-rate display.

Two styles of type are enough for any ad. In most offices of limited facilities, it seems to be the ambition of the job compositor to embellish each ad. with every style of face the shop affords.

Come to think of it, did you ever see a woman simply dressed in white, who was not attractive? Or an ad. simply composed that was not pleasing to the eye?—The Ad. Writer.

OVERSETTING.

The editor should so regulate his work as not to get in type each week more than one or two columns in excess of the capacity of the paper, says The Country Editor. It is expensive both in typesetting and in the quantity of type necessary. After matter stands a week or two it becomes stale, and frequently had better be thrown back into the cases than to go into the paper and make it appear like a back number. If the editor will begin, as soon as one issue is out, to put on the copy-hook matter for the next issue, and before each paper is issued will

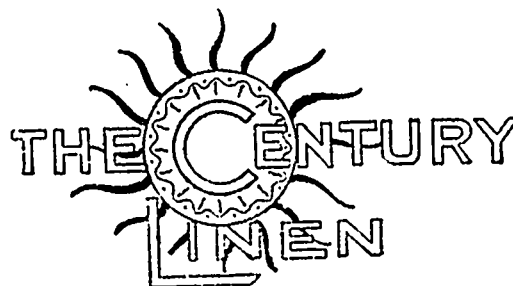
take off all the copy except that which is very important and necessary to fill the paper, he can prevent the constant standing of matter which cannot be used. By rushing his work six days ahead he can avoid the rush just before the paper is issued. Nothing should be put upon the copy hook the day of issue except that which is absolutely necessary, and nothing should be deferred to that day which could possibly have been put on the hook previously. Many things that he may deem important, not excepting his own editorials, can be omitted, and the paper will not materially suffer, nor will it lose subscribers. Printers should be fed constantly with copy, like a press is with sheets. Each day's work should finish everything for that day. Thus, the paper may be always gotten out on time, everything necessary may be gotten into it, there may be no rush or confusion on press day, and thus may the standing galley not be burdened with matter left over.

EVENTS.

The first two issues of Events, the new Ottawa weekly organ of criticism, have appeared. It is fairly well printed and cleverly written. The contents are really made up of a series of comments in paragraphic form on the leading topics of the week. The criticism is free from party bias and remarkably fearless in tone.

THE CENTURY PAPER.

The watermark shown herewith (The Century Linen) in a sheet of paper is a guarantee of its excellence. This paper is



Buntin, Gillies & Co., Hamilton.

of fine quality, good color, and the finish is most agreeable to write upon. The trade can be supplied with this line in all weights, sizes and styles by the Canadian agents, Buntin, Gillies & Co., Hamilton.

A JOKE ON THE EDITOR.

A lady writes to an English paper: "Once I sent a review of a volume by an eminent Irishman to the editor of a popular Dublin paper. He replied that he had published my article, but could not pay me for it, as he wrote all the reviews in his journal himself! I considered the bull a fair substitute for the usual cheque."

The Montreal Star has printed a receipt for \$42,000 paid for a full battery of fourteen linotype machines, the largest number sold to any one Canadian office.

During the illness of Mr. Rutherford, editor of The Owen Sound Times, Mr. Tucker, editor of The Sun, one of The Times' local contemporaries, did the work of his sick confrere, who has publicly acknowledged the friendly act. The incident is a pleasing one.