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NEWSPAPER STAFFS

ASSOCIATION increases the familiarity of an employee with his duty, and the more familiar the more valuable he is to his employer. In these days of sharp competition the master sometimes forgets this, when he permits his employee to leave his service when the question of remuneration is the issue. An employee is a piece of machinery, and as a rule it is better to pay the price of a good article than to take a cheaper at a relatively dearer figure. Good machinery, well selected, is what every employer should aim at securing. Yes, and keeping it too.

This principle seems to be ignored by too many employers of labor, and not a few of them are to be found in the newspaper fraternity. We have in mind at the moment newspapers in general on this side of the Atlantic, and those in the United States in particular. But our own city journals are not remiss in this particular. The number of journalists who have put their pencil and note book in their pocket and left for other scenes because the question of a few dollars has been the issue, is well-known. To be a member of a newspaper staff where the managing editor is known to be a good judge of merit and a just recompenser of it, is to be where incentives to the greatest exertions are imbibed. A newspaper man, who under such conditions lacked interest in the welfare of his paper, would not be worth his salt. A man with less ability but more concern would be infinitely more desirable. Success in newspaper work, whether it be editorial or reportorial, depends more upon push and a good nose for

news than even on scholastic attainments. Of course, the more liberal the education is, when the other qualities are present, the better are the embryo journalist's chances for travelling successfully; the rocky road that leads to the goal of his ambition.

Sir Edward Lawson, of the London *Daily Telegraph*, one of the new journalistic knights, recognizes the importance of retaining the old members of his staff. Mr. Sala, who is a leader writer on the *Telegraph*, recently had this to say of him: "He rarely invites any man to write for him, unless he has first correctly gauged his capabilities, and is able to feel that the appointment on the staff is likely to be a lasting one. 'Birds of passage,' in other words, 'rolling stones,' have no chance at all on the *Daily Telegraph*. Sir Edward takes infinite trouble to discover his soldiers, and equal trouble to retain them; so that no matter what demands are made on the journal as regards unexpected events to be chronicled, there is sure to be found an efficient officer on the staff ready and able to perform the duties required of him." It was Sir Edward Lawson who discovered Henry M. Stanley, who practically discovered Africa and Livingstone. With all the boasted enterprise of the American press, there are some things in which it seems they can with profit emulate their British confederates. And one of these is in the matter of dealing with their staffs.

ADVERTISING GIFT ENTERPRISES

IT is time that all reputable journals ceased inserting advertisements of gift enterprises on the part of newspapers, and of the little side shows of these papers. In many instances they are frauds. Those that are not are "fakes." The frauds are those which have no intention of giving anything in return for the money sent, while the "fakes" sell watches, diamond rings, etc., at three or four times their value, by a very clever system now familiar to all publishers. The business is conducted in such a way that it is difficult for the police to get a hold on the takers. Those who have back-bone and a little money will never allow the police to interview them excepting in the presence of a lawyer, and then their questions are answered through him. Those who cannot afford legal advice to discover the points in the law through which they can ride unmolested, leave town as soon as the police are on their track. *PRINTER AND PUBLISHER* has unearthed several of these frauds recently, and the post-office authorities have stopped their mails. In two instances the men have left the country. A number of Ontario papers are advertising "*The Christian Journal*." This "fake" gives a house and lot as its leading prizes. The deeds for these are deposited with H. M. East, Barrister,