

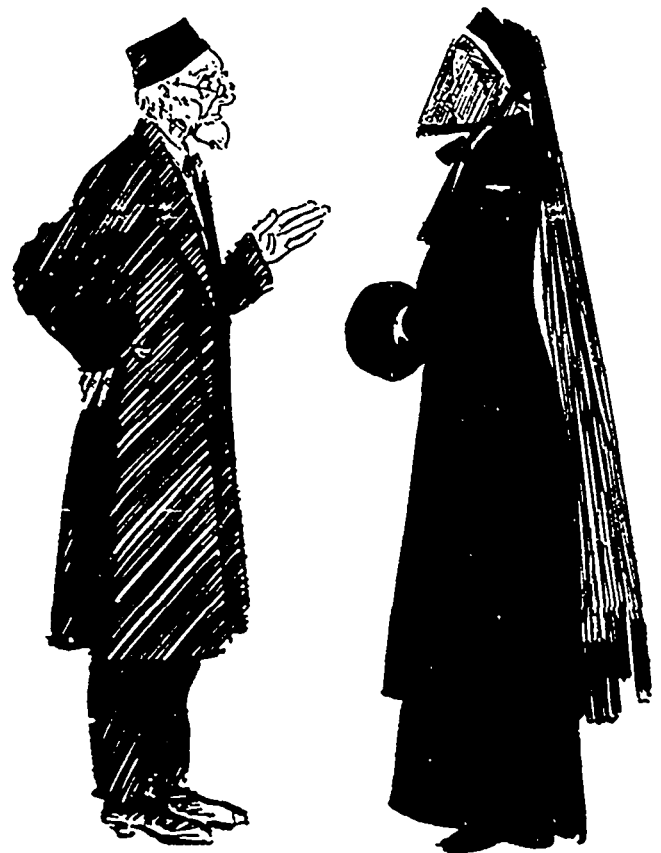
## COUNTRY OFFICES AND CITY COMPETITION.

IN this country a good deal is heard about this matter. Some city houses are accused of sending out into the country and taking jobs away from the local offices. Lately, some local offices have captured paying work which formerly went cityward. In England the same problem, under wholly different conditions, is being discussed, and the British and Colonial Printer refers to it in a recent issue. There the provincial competition has been severely felt by city offices. With one-ninth to one-tenth, approximately, of the population of the kingdom centred within the census district of London, at one time at least considerably more than that proportion of the printed matter used in those islands was executed in London. Provincial printers, grasping this fact, some 30 years or so ago began to make serious efforts to secure a share of the work. It was those newspaper publishers who concurrently ran a considerable jobbing business who led the attack. Their inevitable connections with London advertising houses and agencies gave them a certain key to the position. Then not a few London printers were wont to "rush" the provinces in a manner that the provincial printer considered to be unfair. The name of a London printing house carried with it great prestige. It is a matter of history that thousands of orders for cheap classes of printing, ostensibly printed in the metropolis, were in reality printed close to the consumer's own door. These things, combined with others, had considerable influence in inducing the provincial house that had machinery beyond the capacity of its regular home work to try and retaliate, and to keep wheels constantly rotating thereby. The result has been to almost cripple the London job trade. If one were to take the map of England and rule lines to those towns from Perth to Plymouth, north, east, west and south, that now sought and derived work from London, he would practically obliterate the map. Large houses here, handicapped with heavier wages, heavier rents, rates, etc., have one after another felt themselves driven to transfer their works to cheaper localities. Those with country works have been concentrating their executive more and more thereat, and no long interval ever passes without the record of a new migration. So acute is the competition that a new firm attempting to open up business of a general character would almost inevitably lose its capital; the old ones are supported only by long-established connections. There is another side to the question. By setting up great establishments in country districts for the execution of metropolitan orders, the London printer is in effect carrying the war into the enemy's camp, and will probably be in a position to inflict as great damage upon the provincial as the latter has hitherto done to the metropolitan printer. It must be borne in mind that it is not the largest provincial houses that do the heaviest cutting for the London trade. On the contrary, it is the ambitious class of men who employ from ten to twenty machines that are the most keen, acting on the principle that orders derived from foreign ground can be run at low rates owing to the circumstance that, run in between local orders, they fill up gaps that would otherwise represent waste in machine power. Every shilling made in that way is profit and helps to maintain a larger staff of men and machines, available for all local emergencies, than they could otherwise profitably keep together. Now when the London printer is driven to set up his works in counties through which the great trunk lines run, in

towns and villages where he can procure cheap land and cheap labor, it is manifest that he will act on somewhat the same principle, but with the conditions reversed. That is to say, his London connections will form the backbone of his business—and he will look to his provincial surroundings to supply the gaps. He will thereby be in a position to "cut" for this class of work. As a rule, the machinery which he takes down with him to the country will be of a somewhat more advanced order—he will use more perfectors and rotaries—than his provincial competitor had hitherto found necessary for his requirements.

## THE NEWSPAPER MAN.

There is much to be learned about newspaper making, but let a man be thoroughly equipped with general knowledge of those things that concern mankind, society and government, and then give him enthusiasm, the power that stirs and inspires, and he will make his way as a newspaper man. This is truer of the journalistic calling than of any other. Yet this does not prove that a thorough general knowledge may not profitably be supplemented by what may be termed a professional knowledge. Knowledge of the sciences of anatomy, physiology, hygiene and materia medica will not make one a successful practitioner of medicine, yet a physician would make very poor headway without them. The physician, besides all the learning in these branches, must have a thorough, practical, experimental knowledge of pathology in all its branches and infinite relations. The editor in general knowledge gets at the financial, social, political pathology of the race, but back of this is a very valuable professional knowledge.—Printer-Journalist.



Widow (ordering tombstone): "And I don't want any maudlin sentiment on it; just put, 'Died. Age 75. The good die young.'"—Phil May.