

rollers and press. With the facilities just mentioned, in the hands of a competent pressman who will carry out what has been here but briefly outlined, there will be no room for disputing the merits of what may be classed as good art journal presswork.

Magazine work, especially the standard weeklies and monthlies, may be classed as good when their uniformity is maintained in successive order, and when they bear resemblance, entire, to the standard book publication. In this respect we allude more particularly to the coloring: that leaf and page throughout appear alike to the eye. Indeed, it is as necessary that this feature should be observed as it is in the case of uniform bookwork, for their issues are but serial to the volume which, sooner or later, is placed in the hands of the book-binder for completion. True, we cannot look for so high a degree of printing as that expected to be expended on art journals; still the presswork should be clear, color solid, and the impression light and uniform. Good bookwork should have all these characteristics, coupled with durable ink and paper, in order that it be considered a thing of beauty and a lasting enjoyment.

Commercial jobwork, to be good, should possess perspicuity in detail, and be totally devoid of imperfect letters. The color, whatever it may be, ought to challenge admiration by reason of its depth or brilliancy, and be free from off-set of any kind. It is only necessary to add, in conjunction with what we have just described as coming under the heading of good presswork, that the work should be free from all blemishes of whatever kind when sent from the pressroom.

If what we have here designated as "good presswork" is a satisfactory conclusion, does it pay to do such work? We have heard this question answered in the negative and in the affirmative. In the negative, by those incapable of reaching the standard, either through lack of skill or facilities, or of both. In the absence of one or the other it would not be a felicitous undertaking, and certainly not a paying one. Then there are the harpers for "rush work," who see more money in a dollar job than a good workman may expect out of a ten-dollar one, believing in the saying, "Quick sales and small profits make long friends."

By the term good presswork we do not mean that only work of the highest merit should be so considered; but that that done in the general order of business should be mainly our theme. It is of the great bulk of presswork done throughout the country that we inquire: "Does good presswork pay?" We believe it does pay; and the success of establishments doing this kind of work verifies this belief. Let us take, for example, the history of such concerns as are now engaged in

printing the standard weeklies, monthlies and quarterlies. A few years ago only a few of these made pretence to more than ordinary presswork in getting out the publications entrusted to them. Then the patronage received by the publications was far from satisfactory. A few of the publishers realizing that something must be done to increase their circulations, hit upon the expedient that to do this they must enhance the artistic value of the mechanical part; and that besides the use of more suitable type faces and attractive embellishment, they would secure the best possible talent to beautify their presswork. They succeeded in all these essentials, and the public, ready for such improvements, manifested their appreciation by more than trebling their circulation. As a consequence, we now have journals and additional magazines representative of nearly every mechanical art and literary calling. This has come about chiefly through attractive and good presswork. This feature has stimulated other branches and departments, as it has exemplified the possibilities of the pressroom. Were it not so, where would we find such monthlies as Harpers', The Century, The Cosmopolitan, and others of more or less importance?

But good presswork also pays in the book and job departments. In the case of bookwork, we find that publishers who maintain a standard of presswork in their productions rarely "go to the wall," while those who make "anything do" are seldom out of financial trouble. Excessively cheap books have never enriched their publisher; while those of a meritorious standard always maintain and do yield a remunerative profit.

In the job-printing department, we will always find that the man who insists on good presswork for his patrons has laid down the very best rule to secure a continuance of their trade. Nothing so disgusts a patron as does poor presswork; for no matter how appropriately the composition has been done, if the printing is inferior, the entire job partakes of this defect, and shabbiness is the result. On the other hand, if the presswork is good, it will hide even a multitude of otherwise unpardonable defects in taste.

Yes, it pays to do good presswork; but it pays better to have a workman who can do such work advantageously. In no department of the printery lies so much importance as in the pressroom. Here the actual merit of the work turned out by the concern is depreciated or enhanced, and employers are beginning to recognize this fact and to place much of their reliance for success in this very department. But if we desire success through good pressmen we must also surround them with some of the practical facilities in keeping with their requirements. It pays to do this, too. Clean and airy rooms, suitable stock, inks, rollers and presses—these, in the hands of a competent workman, are sure factors to good presswork at the lowest rate of cost.

THE PROGRAM OF THE O. P. A.

THE following is the program of the annual meeting of the Canadian Press Association to be held in Toronto this month:

THURSDAY, JANUARY 31ST.

Meet at 11 a.m.

Reports of Executive and Secretary-Treasurer.

President's Address.

Appointment of Committee on Resolutions.

Presentation to John King, Q.C.

AFTERNOON SESSION.

Meet at 2 p.m.

2 p.m.—Nomination of officers and members of Executive for 1895.

2.30—The reception of "Old-Timers."—Five minute addresses from Past Presidents, including Sir Mackenzie Bowell, E. Jackson, Rev. W. F. Clarke, H. Hough, C. D. Barr, James