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TRADE EXTENSION.

THE printer in a small town with lots of competition can get outside trade if he has a reputation. The city printer goes to the towns for trade. The sphere is not limited for any printer. Go out for trade anywhere and everywhere. Hustle among your outside friends. If you have no outside friends, make some. Here is a clincher from the Acton Free Press:

"The Free Press is favored with orders for work from a very wide circle, extending not only throughout our own province but frequently at outside points. The following letter was received this week from Wolseley, Assa. N. W. T.:—"The financial statements printed at your office for me just arrived and are highly satisfactory. They are very neatly done and we are much pleased with them. I shall have pleasure in recommending your work to others." J. H. B. A customer in Woodstock says:—"The reports have arrived. I am well pleased with them. Thanks for your promptness."

Does the Free Press office do good job work? The appearance of the journal itself says 'yes.' Probably that is why the outside work comes in.

COST OF METAL.

A CORRESPONDENT very pertinently asks, in connection with the operation of type-setting machines, if the metal used deteriorates, and to what extent? A similar question has been frequently put to representatives of the type-setting machines, but a satisfactory answer, so far as we can ascertain, has not been received. Those in charge of the machines frequently impress on operators the necessity of closely watching pots, such care being necessary to prevent it burning. We question whether it is possible for the metal to burn in the strict sense of the word, but we do know from actual observation that the tin and antimony in the metal frequently lose their qualities by undue heat, and the metal as a whole consequently deteriorates. The loss thus sustained is not easily gauged, but it is certain that a loss occurs. A dozen machines have been in operation in the Mail office in this city for some weeks, and for months before three were in constant use. Those in charge

there have tried to overcome the burnt metal cry of the machine men, and thus lessen the care imposed on the operators. After trying various remedies without success, they have introduced another and one that entails considerable labor and doubtless some loss of the stronger parts of the metal. The slugs set by the machine are not put back into the metal pot, but are carried down to the basement and melted in a large pot used for heating stereotypers' metal. After being thoroughly mixed in the pot, the metal is cast into small pigs of probably two pounds weight, and carried up to the composing-room. This, as has been said, is a laborious task, and unless some good arises from it, it is also a useless task. Under this system the metal pots on the machines have been known to burn, so that it is no safeguard for preserving the purity or strength of the metal.

LITERATURE AND PRINTING.

IT is surprising what little Canadian literature there is to be found, and yet the printing trade never seems to recognize that they are losers by the paucity of Canadian books. Canadian authors by the score have gone abroad to win glory and wealth in other lands by the use of their versatile pens. Many of them remain, struggling on as members of a poverty-blessed class of literateurs. No one has voiced their wrongs. No tariff has provided them with protection. They have been filled with love of fatherland and have breathed it into the form of delicate fiction or dainty poetry, until old age has robbed them of the power to continue; or poverty has compelled them to stifle their feelings, check their aspirations, tone down their ambitions, and engage in some menial labor which their poetic soul loathes.

The printers of this country can change all this. At the sound of their voice, the Canadian people stops to listen. If they say that our books should be read and our writers encouraged, the thing would be done. And why should this not be? We patronize the American and English magazines and forget the infants pining in their mother's arms for lack of nourishment. We encourage the literature published in foreign lands, on foreign printing presses, and for foreign profit, until at last Canada finds itself without a publisher who will publish a Canadian book without asking the author to deposit a guarantee to cover expenses.

If Canadian books and magazines were read, Canadian presses would increase in number, a Canadian type foundry worthy of the name would come into existence, Canadian paper mills would increase in number or size, and Canadian printers would be more numerous. Let the readers of this journal think of the matter in this light, and suggestions as to what can be done will be in order.

One plan might be to have the Canadian Press Association take it up and try to awaken an interest in the matter by having a discussion thereon at their next meeting.

THE LIFE OF A TYPE SETTING MACHINE.

SEVERAL months ago when referring to the type setting machines we remarked that before purchasing one it would be well to ascertain the possible life of them, or the period of time that they could be depended on to do fair work. In order to keep the readers of PRINTER AND PUBLISHER thoroughly posted on the machines we made many inquiries, but could receive no satisfaction, not even from those interested in the sale