

A QUEER AGENCY

FOR some time past, PRINTER AND PUBLISHER has been in receipt of letters enquiring as to the reliability of a certain Newspaper Advertising Agency managed by Geo. F. Wrigley. This gentleman was sending orders for advertising to various American papers, the advertisements containing particulars of a prize Bible Competition regulated by the Exquisite Toilet Mfg. Co. of 170 Yonge Street, and similar institutions. A representative of PRINTER AND PUBLISHER set out to investigate. Calling at 170 Yonge St., he found two rooms in this building taken up by the Exquisite Toilet Mfg. Co. The entrance was partitioned so as to allow a person entering no chance to see anything that was going on. A young lady came to ask his business, and he was informed that the manager, Mr. M. B. Steel, was away travelling, and she didn't know where he could be found, nor when he would be back. She knew Mr. Wrigley, but did not know where he could be found nor when he would be in. He sometimes came in two or three times a day, sometimes only two or three times a week. From there the representative went to the *Ladies' Pictorial Weekly* and enquired for Mr. Wrigley. He was found in a neat little office on the second floor, busy opening letters. Mr. Wrigley stated that he was acting as advertising agent for the *Ladies' Pictorial Weekly* and the Exquisite Toilet Mfg. Co., the latter being a branch of the former. Consequently it would seem that he is in the employ of the company, and this means of saving twenty-five per cent. by means of an advertising agent was perhaps strictly legal, but hardly just. Everybody knows what kind of concerns these are that hold prize Bible Competitions and give away tooth powder and low priced magazines, and United States papers would secure themselves and avoid aiding a class of companies which live on the credulous by repressing all advertisements from such mysterious agencies. The Exquisite Toilet Mfg. Co. looks to be a genuine fake, as the lady who said she was pro tem. manager tried to conceal knowledge which she must have possessed. But of course appearances are often deceitful.

THE WORK OF THE MACHINES

IN the August issue a report of the work of the type-setting machines was given, and another report is now given for the information of printers who are interested in the introduction of machines. The greatest trouble with the machines is that being so complicated and delicate, breakages occur quite often, and much time is lost. Both kinds of machines require a practical machinist to be always in attendance, and this would seem to destroy their usefulness in an office that was not so situated as to have an expert

machinist always at hand. The first report is that of the Linotypes (Mergenthaler) in the *Globe* office, for the two weeks ending August 23rd, since which date numerous changes have prevented accurate reports.

NIGHT WORK.

Aug. 10th, 120,900 ems.	Aug. 17th, 112,500 ems.
" 11th, 117,500 "	" 18th, 100,600 "
" 12th, 98,300 "	" 19th, 110,900 "
" 14th, 108,300 "	" 21st, 120,100 "
" 15th, 104,600 "	" 22nd, 117,000 "
" 16th, 114,600 "	" 23rd, 96,200 "
	1321,500 "

That is, six men working for twelve days of seven-and-one-half hours each, or a total of 540 hours, set 1321,500 ems. Deducting 53½ hours lost for lunches, and by delays, 416½ was the number of actual working hours: thus giving an average of 2,716 ems per hour. Now, the manager of the *Globe* states that the cost of the machines is about five dollars per day, and from the figures given it can be readily seen that 18,333 ems is the average per machine per day, thus giving a cost of setting of 27 3-11 cents per thousand. Thus the gain is seen to be quite great, and to this direct gain must be added the gain from having no stock of type to carry. The *Globe* people seem to be well satisfied with the way the machines are running, and with the actual cost of setting.

The *Empire* report of its three Rogers machines for the week ending August 13th, was as follows:

Dixon, - 44 hours, -	119,900 ems.
Seymour, 42 " -	72,700 "
Harper, 42 " -	88,300 "
	280,900 "

The average per man is thus 96,666 ems per week, while the estimated cost of the machines is \$23.10 per week, thus giving a cost of 24½c. per thousand. This would be lessened if the *Empire* office used the machines in the day time also, as the rent is one dollar per day.

The *Mail* report for the week ending September 3rd, is as follows:

Pearce, - 48 hours, -	94,600 ems.
Sparrowhawk, 40 " -	82,300 "
Mulligan, - 48 " -	73,800 "
	250,000 "

Here the average per man is \$3,556 ems per week. These machines are the same as the *Empire*, but being run both night and day the rent is to be estimated at one-half, hence, the cost of a machine per week is \$20.10, or an average cost per thousand of 24c.

In Ottawa the machines are doing fairly good work, the men receiving 15c. per 1000 ems. Some