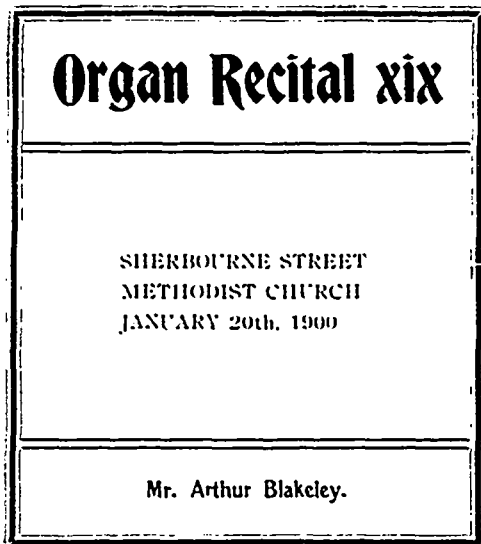


panels, thus giving an irregular appearance to it; yet, the effect is strikingly good. The other circular deals entirely with watch repairing. It is $5\frac{1}{2}$ inches wide by 5 inches deep, and is printed in black ink on red stock. It was folded twice, one of the folds being about three-quarters of an inch from the right edge, thus forming a flap, which, as the other fold is midway between the larger portion of the circular, falls over the front cover. On the upper left corner of this cover are the words: "Just think! 432,000 times a day." This is all the reading on the cover, and, as each word is printed in English old-style 12-point, one below the other, it is effective, and creates enough interest to cause the receiver of the circular to read within. The method of folding gives two inner pages $2\frac{3}{4}$ inches wide, and a $\frac{3}{4}$ -inch flap. On the page nearest the flap the argument is forcibly but briefly presented that as the watch works so faithfully that its balance wheel vibrates 432,000 times a day it should be well cared for. On the other page is a piece of appropriate poetry and a date table of March, 1900. No ornament is used in any part of this circular.



Another specimen which is presented was printed for one of the most fashionable musical recitals of the past Winter season in Toronto. It will be noticed that the same features that have been noted before are observable here—straight rule work, plain lettering and no ornamentation. The design was about $3\frac{1}{2} \times 4\frac{1}{4}$ inches in size, and was placed in the upper portion of a $7\frac{1}{2} \times 5$ inch cover. The border was printed in light yellow and the lettering in olive. The inside pages were 10-point and 7-point old-style Roman printed in olive. On the back were fac-simile autographs of two European musicians also in olive.

In all kinds of printing work it will be found that the same rule applies. The tendency is toward plain effects, and the lettering, rule work and ornamentation all contribute to that end.

PRINTING OFFICES SUFFER LOSS BY FIRE.

On Wednesday evening, April 4, the large premises at 44-48 Richmond street west, occupied by The Bryant Press, The Automatic Check Book Manufacturing Co., The Hill

Printing Co., and other firms, was destroyed by fire. The Bryant Press suffered most heavily, their loss being placed at \$17,500. The loss of The Automatic Check Book Co. is estimated at \$8,000, and to The Hill Printing Co. at \$1,500. The loss to all three is amply covered by insurance.

The fire threw about 300 hands temporarily out of employment. Of these nearly half were employed by The Bryant Press. Though the building has not yet been repaired, nor are their own repairs fully complete, this firm have resumed business at 44 46 Richmond street west.

THE SCALE OF WAGES IN HAMILTON INCREASED.

On Saturday afternoon, April 14, a committee from the Hamilton Typographical Union waited on a committee representing the employing printers of Hamilton, asking that the wages of union printers should be increased from \$10.50 to \$12 per week. The employing printers' representatives offered to compromise by raising the scale from \$10.50 to \$11.50, but refused to consider the proposal to pay \$12. On Monday evening a meeting of the typographical union was held, and, after a full consideration of the matter, the compromise scale, \$11.50, was accepted.

IMPROVED HIS EQUIPMENT.

An exchange tells of an Indiana editor whose wit does not seem to readily become dulled by adverse fortune. He recently gave a chattel mortgage on his plant, and in the next issue mentioned the fact locally that "we have recently added a large and expensive paperweight to the equipment of our office."

A WAY TO GET NEW IDEAS.

Talk to your employes about the work, the stock, and the general conduct of your business. Most of them have ideas and some have very practical ones. You don't know it all, and you can't know too much about your own business. Discuss your methods and output with them. You may gain many valuable points in this way. No one, except yourself, is more interested in the growth, prosperity and continuance of your business.—The Advertiser.

MR. CASEY AND GOVERNMENT TELEGRAPHS.

Mr. Casey, M.P., for West Elgin, has introduced a bill into the House of Commons to give the Canadian Government power to establish and maintain a telegraph system to be managed in connection with the post office.

The third section of Mr. Casey's measure (which will probably not pass this session) is as follows.

"The tolls or rates to be charged for messages shall not exceed 10c. for a message of 10 words or less, and no charge shall be made for the signature or the address. For any number of words in excess of 10, the rate shall not exceed $\frac{1}{2}$ c. per word. The rates for press despatches for publication, sent to any newspaper or other regular publication, shall not exceed 10c. per 100 words. The rates shall be uniform, and there shall be no discrimination. The Governor-in-Council may, from time to time, regulate such rates, provided that they do not exceed the amounts herein mentioned."