

strips and cuts it labor-saving (?) himself, and when a piece gets jammed or bent he straightens it out and says, "Let it go, it's good enough." And so his business rolls on, always wondering why the other fellow across the way, who squanders (?) all his money in new goods, gets along so well, and he who has saved and economized all his life is not one bit better off. I will tell you why: It was from false economy. Inland Printer.

ARE THEY RESPONSIBLE ADVERTISERS?

THE National Advertising Bureau, Indianapolis, is asking for rates for two one-inch advertisements for six months, to be paid three months from date of first insertion, to begin Nov. 1st. In the same letter they enclose blanks for their own acceptance of offer, from which the inference may be drawn that they will insert the advertisements no matter what the rate is. This is enough to create suspicion.

The National Advertising Bureau is well rated by the mercantile agencies, and some Canadian papers have done business with them, but demanded and obtained pay in advance. The mercantile agencies give them an incorporated capital of \$2,100, while their letter head claims \$10,000. Beyond this slight discrepancy they seem all right. The advertisements which they wish inserted, however, will bear investigation, and until a publisher is satisfied they are reputable, they should not be inserted. The paper may be paid for inserting the advertisements, but will it pay its patrons to answer them? Here they are:

DETECTIVES!

Bright, young and middle-aged men wanted in every city to act as **Private Detectives** under instruction. Previous experience not required or necessary. Send stamp for full particulars and get sample copy of the best illustrated criminal paper published. NATIONAL DETECTIVE BUREAU, INDIANAPOLIS, IND. * * * * *

REPORTERS!

We want a responsible list of gentlemen in every town to act as newspaper correspondents, report the happenings in their locality and write articles for publication. Experience not required or necessary. Write me for full particulars. Send stamp for full particulars. MORRIS PRESS ASSOCIATION, Chicago, Ill.

Advertisements of this character in the past meant that everyone who applied was appointed; was told that there was a great deal of work to do and large sums in the way of rewards were made, but he was expected to pay \$3 to \$5 for a commission, which was the last heard of the appointment.

LITTLE ECONOMIES.

MUCH of the labor in a printing establishment can be avoided if foresight be used. It is not well to wait till the last moment before a thing must be done, and then attempt to do it in the readiest manner possible at that time. With this practice in vogue many operations must be performed at a great disadvantage. It should not be necessary to search at length for cuts. Every wood engraving, plate, or process cut should be in such a place that it may be found instantaneously. A customer comes in with a little pamphlet describing a suburban

property. He recollects seeing, with your imprint, something that you brought out five years ago, and he describes it so intelligently that you also recollect it. You promise him its use, and you give the foreman a memorandum concerning it. He puts on a good man to search, who after three or four hours, during which he has turned over every cut in the office, brings it at last to light. Perhaps it is not found, and then you remember it has been returned to an owner, or that, being uncalled for and apparently useless, you have had it destroyed. It may occur to you that you have loaned it, and it has not been returned, but you either have no memorandum as to its whereabouts or it is mislaid. Such searches occur in printing offices in this country every day in the year. The existence of the cut in a form in which it can be used is not known till much time has been spent. All this is unnecessary. In the office where is printed the Century Magazine any cut in the possession of the establishment, however old, may be found in two minutes.

A similar difficulty is found when sorts are to be bought for any given font, or when that font is to be duplicated. It can not, perhaps, be remembered from what foundry the original type came, nor its correct name. A monpareil No. 12 Bruce, most likely, is very different from a monpareil No. 11 Dickinson. The body differs, and most probably the face does also. Each printing office should keep a book in which alone are recorded purchases. Entries should be made showing the name, according to the specimen book, the size, the number, and the weight, with the date. Then should follow an example. As sorts are purchased, they should be entered as new fonts, but a reference should be made to the original, and under that original should be references to the other entries. When the font is discarded, that fact should also be noted. Thus a complete account might show that one hundred and twelve pounds of Conner's small pica No. 4 were bought May 9, 1883; that ten pounds of sorts were bought June 11, and twenty on December 7 of the same year; that in 1889 four pounds were purchased, and in 1891, ninety; and that on June 19, 1893, the whole was discarded, the weight then being, as well as could be ascertained, one hundred and ninety-seven pounds. If this method is followed in every branch of the business, there will be much less hunting for tied-up papers of type, and much less confusion as to what the office really possesses. The Engraver and Printer.

MARITIME PROVINCE ITEMS.

R. Bourinot, of the *Camo Breeze*, was married last month. May his sail along the breeze of life be pleasant.

Pick-Me-Up, Pictou, has amalgamated with the *New Glasgow Enterprise*. The latter has now a circulation of over 3,000.

Saturday Night, the new Halifax society paper, has collapsed.

The *Moncton Family Record* has suspended. It lived about three weeks.

J. Bryenton, late of the *Amherst News*, is likely to start a new daily at Yarmouth, and will be joined by his former partner, G. E. Fitch, now of the *Truro News*.

The *Enterprise*, New Glasgow, is now issued as a daily. It was founded by Albert Dennis six years ago, and he, along with his brother, Akerman Dennis, of Halifax, and A. P. Douglas, has made it boom.

Will the weekly paper of the future be sold at 50 cents a year in advance? The big weeklies issued from the daily offices are in many cases adopting that price, and the question is how long will it be before the weeklies will have to follow suit?