

# Printer and Publisher.

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## EDITORIAL NOTES

THE publisher who fixes his rates to suit the requirements or whims of every advertiser, admits that his circulation is not a fixed quantity in his own mind, or he would have fixed rates for advertising. No second price should be his motto, and he will find it a profitable one.

Look carefully after greasy rags, as they are liable to spontaneous combustion. The boy, after cleaning the press, often throws the rags carelessly in some corner, out of view, little realizing that there is in them sufficient destructive elements to set the entire building in a blaze.

It is an open secret that the management of the *Mail*, Toronto, are not a unit on the merits of the rival type-setting machines, the Mergenthaler and the Typograph. Six moderately expert operators and eleven students recently set in that establishment over a million and a quarter ems in a week, each operator working somewhat under 48 hours each.

ABOUT a dozen years ago a daily newspaper, without a name, was projected at Cincinnati. As its sponsors were never able to read its title clear their scheme didn't get ahead. It would be a blessing if many other projectors of newspapers had struck a similar snag. They would be money in pocket, and so would the paper makers, type founders and press builders.

TROUBLE is often experienced with belts becoming loose, or stretching, and where but one or two belts are used the expense of a tightener is not warranted. A scientific exchange says that for best efficiency the hair side of a belt should run on the pulley. Appearance and custom has made the flesh side on the pulley the almost universal practice. The surface of the hair side gives a belt a closer and more perfect contact with the pulley, which increases its pull or decreases the tension necessary for the same pull with the flesh side next the pulley.

THE mayor of Bridgeport, Conn., successfully applied the gag to a reporter who was detailed to report a meeting which the mayor considered was of a private character. He had the reporter arrested, and legal proceedings are now threatened.

IN newspaper and job printing offices canvassers for books, etc., are often treated with scant courtesy. Is this right? Publishers and printers, as a rule, employ canvassers, and consequently they should have a fellow feeling for the other fellow, as well as treat other drummers with that civility which they wish their own to receive.

THE Linotype is evidently meeting with some success in Great Britain, albeit it is an American invention, as an advertisement in the *British and Colonial Printer* states that it is in use in forty-four establishments. It is not yet introduced in a newspaper in London, although working in newspaper offices in Aberdeen, Birmingham, Edinburgh, Leeds, Manchester, and other cities of less note.

THE printer or publisher who keeps a limited stock of leads, slugs, furniture, rules, etc., on hand, believes he is preaching economy. There is no economy in forcing men, paid 15 or 20 cents an hour, to rush hither and thither looking for sorts, etc., and in the end are forced to cut up something already in use in another job. Economy means saving the time of the man as well as the cents of the employer.

THE following, from the *Toronto Mail*, is a questionable compliment to type-setting machines:—"Since daily journalism has formed the acquaintance of the type-setting machine additional interest has been given to the columns of newspapers by reason of the new variety of mistakes that have been introduced into them. It is now an easy matter for the sense of an article to be obscured by a misplaced line, and news, which has developed a tendency to get under wrong headings, greets the public in most unexpected places. The other day the machine put itself to the unnece-