

RANK DEAD-HEADISM.

UNDER this heading The Kingston Whig satirically emphasizes the fact that many publishers value their space too lightly. But the great point in accepting cigars, theatre tickets, race badges, etc., in exchange for advertising space, is that the publisher who does it not only lessens his own business revenue, but he lessens that of his contemporaries. The spirit of the craft should frown down all such practices.

The Whig says: "Newspaper publishers are in receipt of a magnificent offer from the Canadian Horse Show committee, of Toronto, to insert an advertisement of forty lines in return for which the committee will be happy to send the publisher a complimentary badge. On Saturday night when wages time comes and about forty men troop down to the business office for the means of livelihood, they will be met by the publisher decked with a gorgeous complimentary badge, and will be told that advertising is no longer a matter of business, that the proprietor is working for glory and that the employees, no doubt, will be delighted to see the publisher so handsomely decorated, and that they will consequently refrain from asking for wages for that week. The badge can also be photographed, and when the paper makers send the weekly account of several hundreds of dollars the photograph will be enclosed to them with the intimation that newspapering is merely a matter of honor and glory, and that it is trusted that a vision of the gorgeous decoration just conferred will be accepted in lieu of money. It will be interesting to see how many publishers will be decorated this week as a result of their generous impulses in the direction of ruining their own business and every other publisher's by encouraging indefensible dead headism."

WHEN AGENTS ARE NOT ENTITLED TO COMMISSION.

In an action brought by Moore against the MacLean Publishing Company for commissions on advertising contracts which he had been working, which he had been unable to close, but which were closed by another man, Judge Morson decided that he, Moore, was not entitled to any commission.

The judge pointed out that advertising contracts are entirely different from real estate deals. The commission on advertising contracts must go to the man who actually closes the deal and brings the contract to the office. Even if the advertiser has been called on repeatedly by the agent and has finally promised to advertise, but instead of giving the agent the contract, takes it to the office of publication, the agent cannot claim commission.

THE GALT REFORMER.

ONE year old was The Galt Reformer on April 6, 1895, and a most lusty infant it is. Mr. Andrew Laidlaw may well be proud of his pet as proud as he is when his pedigreed dogs take the highest prizes in America.

Mr. Laidlaw seems to have a faculty for wanting and getting "the best." When he began his evening daily, he sought out new quarters and now occupies three storeys of a handsome corner building. The ground floor is taken up by the business offices, a large Campbell complete press, and a Brown folder and gas engine. The second storey is the job department, where a large two-revolution Campbell press and other presses, and the stock room are located. The third room is the news

room, where two typograph machines are in operation, and all the composition for the newspaper is done. The editorial and reportorial rooms are also on this floor. All the machinery, the conveniences and the methods are "the best," and every machine used is less than four years old.

With such an excellent equipment, and with an enterprising publisher, The Reformer cannot be otherwise than successful.

AN ERROR CORRECTED.

BY some means a palpable error occurred in the figures in Mr. Stephenson's paper read before the Press Association on January 31st. They related to the Typograph type-casting machine, and the error occurred in the first line.

It read:

Three machines set 1,287,843 ems at 8 cents
per 1,000 ems..... \$199.04

It should have read:

Three machines set 1,287,843 ems at 8 cents
per 1,000 ems..... 103.02

Thus the total cost of the three machines for 27 working days of nine hours is \$190.77, not \$280.79 as stated.

Figuring composition at 20c. the result is:

Setting by hand..... \$257.57
Wear and tear of type..... 15

\$272.57

Cost by machines..... \$190.77

Net saving..... \$ 81.80

If the composition were figured at 25 cents the net saving would be still greater, but 20 cents is nearer what the average rural publisher pays.

It is unfortunate that the error occurred, even if it were easily detected by the reader. The publishers of this journal disclaim any responsibility in the matter, as it was their duty to print, not to correct. However, they take this, the first opportunity, of making the correction and giving the Typograph its just dues.

A NEW LITHOGRAPHING COMPANY.

The first annual meeting of the Canada Engraving and Lithographing Company was held at its office, 3 Bleury street, Montreal, on the 15th of February last, for the purposes of organization, consideration of by-laws and terms of acquisition of stock, plant and machinery of the establishment lately used by the Burland Co. There was a full attendance of shareholders and all matters were successfully carried out and the following were elected directors of the company for the ensuing year: J. H. Burland, James G. Monk, R. C. Smith, G. B. Burrows, Hy. Earles, T. J. Gillelan and Dr. Andrew Macphail. At the meeting of directors, held immediately subsequent to the general meeting, Mr. J. H. Burland was elected president and Mr. Jas. G. Monk vice-president, with Mr. Wm. Brisbane secretary-treasurer. This new company will combine the lithographing and printing branches of the British American Bank Note Company, also all the plant, etc., of the late Canada Bank Note & Burland Lithographing Company. The capital is \$150,000 paid up in 1,500 shares of \$100 each.