

from being established in the year of Confederation—1867. We feel, therefore, that the paper has grown and kept pace with the progress and development of our fair Dominion, and we rather glory in The Confederate, it being the only paper called by this name in all Canada." The Confederate is one of those weeklies which affords a critic (whether competent or not) no ground to go upon. Its publisher, Mr. G. B. Van Blaricom, meets every criticism that suggests itself, and the paper is a thorough success.

HOME PRINTED.

Those who have a friendly feeling for papers that get along without boiler-plate will put The Nanaimo, B.C., Review on the list as a fair specimen. It is a six-column four-page of moderate size, cleanly printed. The contents nearly all relate to matters with a direct local interest. The news in condensed paragraphs is given under the days of the week, divided into three columns—local, provincial and foreign. The news is well written.

A SPECIAL NUMBER.

The special issue of The Simcoe Reformer, of September 16, marks not only the anniversary of the paper, but also an event of unusual interest in the history of Methodism in Simcoe, Sunday, the 19th, being the day of the opening of the new church. Besides a history of Methodism in that town is given an illustrated description of the new building. The concluding two pages are taken up with an article on "John Charlton at Home."

The issue is a creditable one in regard to both style and clearness of printing. The better quality of paper used in the covering of four pages renders the photographs and pictures very clear, and besides gives the production a nobby appearance. The advertisements show evidence of special attention and the make-up of them is not frequently excelled.

POINTS ON A LOCAL NEWSPAPER.

Franklin Falls (N.H.) Journal.

These are some of the points which should be made: The prominence and usefulness of the local newspaper in building up a town. Its helpfulness to the churches in disseminating religious information and drawing people to the service. The pride and satisfaction it takes in the progress and growth of the town. Its value as a medium by which a town's advantages may be advertised to the world. Its reliability as a means by which the character and intelligence of a town's people may be judged by outsiders. Its freedom from the sensational and demoralizing features. Its influence in local affairs, and finally the ambition of the editor, as a rule, to so conduct his paper that it will enjoy the confidence and respect of the community in which it is published.

AN EDITOR'S PLEA FOR THE DEVIL.

I wish to put in a plea for the youngest apprentice, writes a Massachusetts editor. Do not put the boy who is learning to set type on the "pukes" or patent medicine notices. The stuff that many medicine concerns send out for "readers" is enough to try the patience of Job, and I do not blame a boy for getting sick of his job when he is, as a beginner, set to work on this stuff. If you wish to interest him in his work, give him short, pithy reprint, and gradually let him have some neatly-written local's, even if you have to get your wife to copy them.

ADVERTISING BY PRINTERS AND PUBLISHERS.

I BELIEVE, says Charles Austin Bates, as a matter of fact, that very few printers believe in advertising. As a matter of fact, very few advertising men believe in advertising. They all think it is a good thing for the other fellow, but not for themselves. When it comes down to giving up money for advertising, they wish to be excused. The number of advertising men who really have confidence in advertising is comparatively small. Newspaper publishers are the ones of all others who ought to believe in advertising, and who ought to advertise, yet they are the hardest people in the world to interest in an advertising proposition. Printers who really advertise are few and far between. Of course, the job department of a country weekly is always advertised. That is to say, some space in the paper is devoted to announcing that "Job Printing is done at this office." Generally this advertisement is poorly displayed and, of course, it doesn't cost anything. I know from experience that it pays to advertise a printing business, but I also know from experience that it is extremely hard for a printer to make up his mind to advertise, and to find the money wherewith to do it. Most printers do not charge enough for their work. Most of them don't know what it costs to produce the work that they sell, and so in making an estimate they merely guess at the price. One of the best regulated printing offices I know of ran through the month of January with more business than they had ever had before, and found at the end of the month that they had lost \$350. The printing offices of the country are continually running at a loss. The printer who is running his shop by guess couldn't save himself by advertising.

The printer is one of the few people who ought not to advertise in the daily or weekly newspapers. He ought to get business by circulars, booklets, cards, etc. One advantage which the circular has over the newspaper ad. is that it is in itself a sample of the printer's work. If it is well done, it will surely impress its recipient. The best way I know of for the average printer to advertise is to make up a lot of samples of any particular kind of printed matter, and send them out with a definite price. If the price is reasonably low, orders will result, and if they are properly attended to, plenty of trade will ensue.

USEFUL POINTERS FOR PRINTERS.

To separate type that has been standing for a long time, pour glycerine over it and let it stand eight or ten hours. Then rinse with lye or soap water.

A good method of getting rid of electricity is by saturating the fingers or sticks of the fly with glycerine and water. Apply when the press is idle until the wood is thoroughly saturated with it.

Spirits of wine is recommended as excellent for cleaning rollers used with copying ink. It removes the ink instantly, evaporates at once, and does not injure the rollers like water.

Printers who suffer from sore or dry skin on their fingers will find the following mixture very beneficial and soothing: Glycerine, 1 ounce; rosewater, 3 ounces; carbolic acid, $\frac{1}{4}$ ounce. Before retiring at night wash the hands in warm water, then rub the lotion thoroughly into the skin. The carbolic acid is very healing, the rosewater is a good dilutant of the glycerine, and likewise tends to counteract the odor of the carbolic acid, which is unpleasant to many people. For a few cents any druggist will supply this mixture.—Paper Digest.