

# Printer AND Publisher.

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## THE PREFACE.

WHY do you always skip the preface of a book and plunge into the text? It often contains the whole matter of the book concentrated into a single thought or a few sentences. It is the keynote of the rhythm and music which follows. This article is the preface to this issue.

The aim of this journal is to furnish Canadian journalists and printers with technical knowledge, with discussions of trade topics and with craft news. This aim is carried out in this issue in as thorough a manner as is possible under the circumstances.

But what is needed to increase the value of this journal to its readers is the sympathetic co-operation of the craft. Many

of the leading members are giving it this help, but the great body of Canadian publishers and printers have stood aside and watched our efforts with a critical eye. They have been acquaintances, not friends.

Read this issue through carefully and see if we are not worthy of your friendship, worthy of a warm corner in your business heart. If it is unworthy of its aim and the trade it represents, drop it like you would a hot plate. If it is filling a want, your assistance will make it more thoroughly useful.

## DEPARTURE IN COVERS.

Appearance is a great feature in many ways. A man's appearance tells in the success of his business if it betokens carefulness, thoughtfulness and shrewdness. A woman's appearance, to a very great extent, makes her life happy or unhappy, a success or a failure.

Especially in the printing and publishing trades is appearance important. The publishers of *The Dry Goods Review*, a monthly trade journal issued by the MacLean Publishing Company, Montreal and Toronto, seem to recognize this and are now putting a new design in colors on every issue of their journal. The "Spring Trade Number," published on March 1st, was embellished with a cover of unique design, being an owl dressed in a new spring suit, lithographed in five colors. The April issue sent out in Easter week was a two colored design of Easter lilies by A. H. Howard, R.C.A. This was simply printed.

The publishers undoubtedly know what they are about and are not "paying too much for their whistle." That they find such enterprise profitable is a sure sign that the business public appreciate that which has a splendid and attractive appearance.

## REFUSED WITH THANKS.

"I had an offer from Davis & Lawrence, patent medicines, Montreal," said Mr. Campbell, of *The Cayuga Advocate*, to **PRINTER AND PUBLISHER**, "which I quickly consigned to the waste paper basket. It was \$9 for fifty two insertions of a 12-inch advertisement, and two copies of my paper. The advertisement was made up of a number of various sized cuts to be run in different positions in the paper at different times. It would have been worth \$9 a year to keep track of the insertions. I see, however, that quite a number of papers accepted the terms and are running the advertisements."