

### The Appearance of Newspapers.

READERS and advertisers are being more and more influenced by the appearance of the paper in which they wish to advertise or read. Typographically neat and good taste displayed in the make-up, a tasteful and pleasing appearance is acceptable as visible and outward evidences of the financial prosperity of a newspaper.

People who cannot make up a paper, and who do not know one type from another, are quick to discriminate against the poorly printed sheet, in favor of the neater and handsomer one.

A well known newspaper man once remarked to me that "the coming paper was to be set in minion or larger" type.

The nonpareil and agate newspaper are going out and larger styles of type are coming in. The reason for this change is not only to improve the appearance of the paper, but it is a well established fact that the best patrons of the newspaper business are men of over forty years of age. They are men who take the paper home to their families and who have advertising to give out.

When a man reaches this age his eyesight begins to fail, but it is the last thing he wants to be reminded of. He likes the daily paper that he can pick up and read without an effort. The minion, brevier and bourgeois newspaper fill his bill. It can be read on the train or the street cars, in an uncertain light, and a good deal of our reading is done under these circumstances nowadays.

The coming popular paper must be clearly printed on good paper, and it must be attractively made up. It is the neat and well printed newspaper that will hold its readers and advertisers. Facts have proved the truth of this assertion, and wide awake publishers are moving in this direction. The reading public have been humbugged long enough with poorly printed sheets not to know what a neatly printed paper looks like.—J. E. CULVER, National Journalist.

A **STANDING** invitation is extended to printers and those interested in printing to call at 44 Bay street, Toronto, and witness the manufacture of type. This is a new industry in this part of the world, and, although we have not the largest type foundry on earth, yet it is perfect as far as it goes and is capable of making the very best quality of goods. Call and see.

### And Why Shouldn't They?

APRIL 5TH is now a historical date in the Raw and Stillwell families of Hamilton, for on that date Robert Middlewood Raw and Margaret Earls Stillwell were made one according to the holy estate of matrimony. A prettier wedding was never seen anywhere, not even in Hamilton where they do all things well. Robert Raw & Co. are printers of the first rank, well known to most of THE IMPRINT readers who will one and all join in wishing the young couple all the joys and as few as possible of the worries of life. The bridegroom takes after his father on his mother's side; he is a fine young fellow, a worthy exponent of the printers' art, and in every way deserving of his good fortune in securing such a charming bride. Our readers being mostly of the sterner sex we give no elaborate description of the beautiful dresses of the ladies at the wedding—not that most men, particularly printers, do not appreciate handsome and fashionable dresses; their appreciation of such things is, however, not "on paper," but when properly placed where they are intended, to wit, on lovely woman. The bridal gifts were numerous and costly, and were, what is not always the case, of the useful kind, and characterized throughout by good taste. A list of them with their donors would fill a page of our little journal.

COMPETITION in printing is very keen just now, and only those offices with the best facilities are able to turn out work with profit at present prices.

The composing room is the place where the job printer must stop all leaks. Every time saving device of proven utility should be at hand, for time is money here more than anywhere else in the printing office. An important essential is plenty of spacing-out material, quads, furniture, leads, slugs, etc. These should be in every office without stint, ready to hand, so that no time may be wasted in hunting them up, or worse still in picking them out of jobs live or dead. But the most important thing of all is that all spacing should be upon the Point System, which is the standard. No printing office aspiring to do fine work can get along without Point System type. It is therefore the truest economy to have only this system in the office as it saves the expense of having two sets of spacing material and the resultant confusion and loss of time.