

HALF-TONE WORK IN CANADA.

THE half-tone of Dr. Kingsford, which appears on this page, is a remarkably fine specimen of the engraver's work, and suggests the difference between good work and poor work in half-tone engravings. There seems to be no doubt that in Canada high-class work can be obtained. The regular rate for ordinary half-tone engraving in Montreal and Toronto is 15c. per square inch, but The Canadian Magazine, by the courtesy of whose editor the Kingsford cut is reproduced here, has made it a point of producing, both in their reading and in their advertising pages, the very finest kind of engraving that can be got in this country. For this purpose, it is said, that in order to get the best results, you must expect to pay 20c. per square inch, and, in addition, to pay from 5 to 15c. per square inch for tooling.

In New York the ordinary half-tone work can be got for 10c. per square inch, but the total cost of the fine magazine cuts amounts to 50c. per square inch. There can be no doubt that in Canada there is now a demand for fine half-tone work, both for catalogue and magazine purposes, and the publisher of any trade journal will tell you that he has now to make the best possible cuts in order to satisfy his advertisers. The Canadian advertiser has become very hard to please since he has seen the fine work turned out in New York.

It follows, of course, that those in Canada who want this fine class of engraving are willing to pay the price for it. Some of the work is sent out of the country. One advertising firm in Toronto sends to Chicago for its half-tones and pays \$50 for each original design, as well as a very fair price for the cut in addition to that.

This question of half-tones suggests the fact that the daily press may soon go in more largely for this class of illustration, even on news print turned out on a fast press. The Winnipeg

Telegram has recently tried some half-tones on ordinary news print and made a fair success of them. It is found that even on cheap paper the half-tone can be made to present a very good appearance, showing that the secret of success lies in the overlaying and presswork, as much as in the quality of the paper and the ink. Of course, the quality of these improves the appearance, but the other factors cannot be neglected.

DOWN ON SENSATIONAL PAPERS.

Archbishop Bruchesi, of Montreal, sent an open letter last month to the publishers of the various French Canadian papers in his diocese, calling attention to the necessity which exists for a reform in their methods of publication. His letter has been evoked by the splurge which these papers made over recent murder trials, publishing the most horrible pictures, as well as gruesome details of the crimes and the trials.



The Late WILLIAM KINGSFORD, LL. D., the Historian of Canada.

(By courtesy of The Canadian Magazine.)

Buntin, Gillies & Co., Hamilton, are showing samples of something new in the way of announcement circulars. These goods consist of fine colored paper, with envelopes to match. They come in three sizes, six colors in each size. The envelopes are put up 125 to the box, and the paper, which is shipped flat, corresponds in color and size. These goods are the latest novelty and are suitable for circulars, programmes, announcements, booklets, in fact, for every style of advertise-

ment. Every printing office should have a set of these samples, which can be secured from Buntin, Gillies & Co., Hamilton, on application.

Golding & Co., of 183 Fort Hill square, Boston, printing ink manufacturers, are distributing a very handsome catalogue showing the various qualities and tints of their ink. The book is a useful one for printers and others to have, and those who have not already received one should send the firm a post card.