

### SPECIMENS, CATALOGUES AND BOOKS

A book of designs for printers is published by L. A. McDonald, Portland, Oregon. The designs are artistically executed, and are very attractive samples of printer's art. The book contains fifty different models, handsomely printed on fine coated paper, one to a page, and no doubt will be very useful to any printer who secures a copy of the neat little volume.

A SEAT catalogue is issued by the Babcock Printing Press Manufacturing Co. It is nicely illustrated by cuts of their famous "Despatch," and other presses. The great point in the "Despatch" press is, that the bed travels a less distance to print a sheet of any given size than most other single cylinder presses. It is also noted for several other improvements and is a quite popular machine.

THE Stereotype Plate Company of Ontario have commenced operations at 110 Adelaide St. West, and are now issuing their paper, "Pen and Scissors," printed from their plate matter which they are supplying to newspapers. The first number contains some well-illustrated articles and the type is clear and well made. No doubt the new company will find a lucrative trade with the weekly newspapers.

"YE ART AND MYSTERY OF PRINTING," by A. A. Stewart. This little work is printed and published by the author at Salem, Massachusetts, and is an exquisite reproduction, divided into five parts: the printer's art, the printer's implements, the printer's types, the type-setter's art, and the pressman's art. The contents are arranged so as to give on alternate pages, specimens of typographic art. To attempt to describe this work would be folly. While the reading matter is practical and extremely useful, the specimens are so varied and numerous as to make description impossible. But there is nothing to mar the quiet harmony and elegant taste which is displayed on every page. No huge over-display or blotched coloring, but quiet, simple and beautiful examples of the printer's art. Paper, \$1.00; cloth, \$1.35.

### FOUNDING NEW NEWSPAPERS

**A**TTEMPTING to establish a new newspaper in a community where other newspapers have already been established, is always precarious, often ruinous. And the older the community, the greater the risk. Experienced journalists are far less likely to engage in such enterprises than men without experience, who for this reason, are more sanguine and more venturesome. These do not know how very, very hard a task they have before them. Every educated or half-educated man, in an American city or town, takes at least one paper—generally two—and it is very difficult to induce him to take another, particularly by substituting the new for the old, to

which he is accustomed. The expense is trifling, it is true, but it is thought superfluous, and hence unlikely to be borne.

The majority of people are apt to economize—it is one of their petty economies—in that way, and they cannot easily be persuaded out of it. They will readily spend ten, twenty times, as much in some other way and think nothing of it.

The owner or owners of a new paper do not seem to understand how slow and arduous a process it is to uproot a habit, be it good or bad. The habit of reading a certain paper regularly is as strong as other habits, and yields as stubbornly. The owner believes that if he makes as good a paper as, or a better paper than, his contemporary or contemporaries, the public will recognize the fact at once.

But the public won't.

He must make an evidently better paper for a long time before the recognition comes; and it may not come then. The habitual reader of an established paper grows to like its faults—even its heaviness or its dulness—and he dislikes any change. Its form, its make-up, its general arrangement of news become so attractive, through familiarity, that he does not want any other. Thus, superiority, excellence in a new paper may, to the average, conservative man, be rather objectionable than attractive.

Superiority must be maintained, emphasized, stamped upon the mind of the community before the new enterprise can have any chance of success.

Under such circumstances, it is not strange that so many new papers, after determined, desperate struggles, and the expenditure of large sums, fail of their aim, languish, and final expire. Every large city has witnessed such failures—sad to contemplate from their wasted energies, frustrated efforts, ruined hopes—and will witness many more. Occasionally, however, a new paper achieves a triumph in the teeth of formidable obstacles. The triumph is remembered and the defeats are forgotten.

The triumph serves to incite fresh hopes and fresh disasters, and sometimes leads to still another triumph. Generally, however, the struggle of the new paper is long, tedious, wearing, exhaustive, most dispiriting before it can put itself on a paying basis.

Very much depends on the proper setting forth of its claims and merits. It is not sufficient that its merits exist, the public must be made to see and feel them. They must be intelligently, freshly and strikingly advertised. Advertising of the right kind, in these hustling days of excessive competition, is more than half the battle.—*The Bulletin*.

A good employee is a well-spring of joy, but the employer can make a careless employee much better by encouragement and friendly advice.