

NEWSPAPER GOOD WILL.

PERHAPS the most intangible thing of modern life is that expressed by the words "newspaper good will." Few people not connected with the profession are at all aware of what lies concealed in that expression, and for that matter, many of those directly interested are blind to its force.

Not a prosperous paper in the land but whose profits predicated on its visible value are enormous. A paper earning \$100,000 per year, representing a capitalized valuation of above a million and a quarter of dollars, could burn all its property in sight and replace the same with a tenth of that sum. In other words, a paper earning a sum named above has \$1,000 in sight and \$900,000 in good will. Nor is good will always good feeling. A paper may be thoroughly hated, and yet enjoy marvelous good will. The Chicago Times is a capital illustration. For some years prior to the death of its brilliant founder, Wilbur F. Story, that gentleman was crazy. The great enterprise, however, continued making money, was widely read and a splendid advertising medium. After his death the woman from whom he had been some years divorced and his widow, began a contest for his property, which lasted in the courts for four or five years. The Times went from court to court; different receivers for the property were appointed and displaced, a druggist, unfamiliar with the business, was one of these—and yet the Times thrived. Rival papers, good ones too, sprang up, but the established concern held its field. At last the property, tossed and bandied about for more years than would have wrecked ten stable governments or the proudest private concern, was sold for \$1,000,000 hard cash.

Envious and jealous rivals have set out, times without number, to take away the business of some successful paper. After, with empty pocketbooks and wasted efforts as their sole capital, these have learned that a successful, earnestly-conducted, and long established newspaper is the most difficult thing to overthrow in modern life. Toledo Sunday Journal.

TYPESETTING BY ELECTRICITY.

DONALD MURRAY, a newspaper man of Sydney, N.S.W., employed on the Sydney morning Herald, has invented and patented in this and other countries a device by which, with a keyboard before him like that of an ordinary typewriter, he can not only produce typewritten copy in New Orleans from New York, but, it is claimed, can operate a typesetting machine in New York and deliver his matter thus in lead ready for the forms. Not only that, but the same operator, by using a number of telegraph lines, can set up the same copy simultaneously in a dozen different places. In this operation only ordinary telegraphic currents are used, such as are capable of being relayed and are subject to all conditions of ordinary telegraphy. The work can be done with the same speed as an ordinary typewriter is operated, and dispenses with all clock work mechanism, synchronously-moving type wheels and other cumbrous devices. It is said to be capable of manipulating some eighty different characters. The invention consists of two very simple elements. One is a transmitter and transmits a certain combination of five short positive and negative currents. The other is an interpreter, by the passage through which of a certain combination of positive and negative currents a lever is released and makes electrical contact, thus energizing a particular electro magnet, which operates a type key. A given com-

bination of currents only unlocks a certain corresponding key. The transmitter consists of thirty-two elements, arranged like the keys of a typewriter, together with shift-key arrangements similar to those on the typewriter, and the interpreter is equipped to correspond. The Scientific American gives the following description of the mechanism and use of the invention:—

"The transmitter has a series of keys, each consisting of a rod operating a peculiarly constructed pole changer, and comprises a commutator having on the side parallel rows of stationary contacts connected in parallel with the line, and having a portion of the connections crossed, the commutator having its top surface inclined, and its lower surface inclined at right angles to the inclination of the top surface, a key sliding adjacent to the commutator, and a contact block having a spring connection with the key-carrying contacts adapted to connect with a surface of electricity, the contact block being arranged to move downward on one side of the commutator, and to slide inward and move upward so as to make contact with the contacts of the commutator. The interpreter comprises a series of electromagnets adapted to connect with a line through mechanism for printing a character or operating a key of the keyboard machine, each quadrant having a series of teeth in a different combination from the teeth of any other quadrant in the series. Swinging detents adapted to be actuated by the magnets engage the teeth of the quadrants, and electrically and automatically rotated shafts adapted to be set in motion by the closing of the circuit in which the quadrants are arranged to carry mechanism to return the quadrants to locked position. One of the transmitter keys operates the space key of the typewriter, and three other transmitter keys operate the shift-key mechanism, shifting the capitals, lower case or figures. When the paper carriage of the type-writer comes to the end of a line, it may be returned by the attendant at the receiving station, or by an automatic mechanism provided for this purpose. The galvanometer on the main line at each station indicates when a current is passing. When the instruments are not in use the bells are put in circuit, and, when the interpreters are in circuit, the operator at either station can send a message to the other station, where it will be recorded on the typewriter, without an attendant being present, the process being automatic, and it is only necessary to provide a sufficient amount of paper in the typewriter to receive the message."

LONDON IN THE FORTIES.

THE local press of London in the "forties," says a writer in the Advertiser, consisted of the Enquirer, which was owned and edited by Mr. Parke, the member for Middlesex, who retired from the editorial sanctum to become surveyor-general of the Province. His son, E. J., of the law firm of Parke & Purdom, now Q.C. and police magistrate, was then a sprightly youth at school. The other local paper, called the Gazette, was owned and edited by the Hodgkinson brothers, Thomas and Benjamin. The papers had great bickerings at that time; and I think the Enquirer dropped into the management of Geo. H. Hackstaff, and that an eccentric though scholastic gentleman called Kearney had a finger in the pie. Just at this very instant I recall to memory that the Gazette office was on Ridout street, right opposite the court house, over 50 years ago; and the Enquirer was also on Ridout street, near the Bank of Upper Canada.