

# Printer and Publisher.

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## EDITORIAL NOTES.

This is the harvest time for printers. The Christmas advertising is the most extensive of the year, and when goods are selling, the money flows out freely for job printing and advertising. The live printers are now preparing to get all of this increased trade that they possibly can—the other fellows, well, they are still figuring out whether that lot of borders they bought five years ago will do another season.

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It is astonishing how unprogressive some printers are. There is a danger of being too progressive; but only one man in every 5000 is too progressive. Progressiveness is a disease which is less infectious than it ought to be. How we all like to patronize the man whom we recognize is always leading the other men in his trade! He boasts little, but he has that air of confidence that subjects your will to his, and your implicit trust leads you to place dependence in him without knowing why. When he gets an order from you, you know the work is going to be well done, and a job you can be proud of. The progressive printer leads the trade.

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How would you tell whether a printer or publisher is progressive? There are many ways which must be combined in order to attain an accurate judgment. If he has a chattel mortgage on his plant to some paper firm—put him down as a chump. If he uses type which is worn out with long years of use—he lacks spunk. If his press requires hours of tinkering each day—he does not know the value of labor. If he takes a contract on which he makes no profit—he is an ignoramus. Does he employ boys and girls to do work which only a thorough workman can do—he is niggardly at his own expense. Does he consider his trade paper too costly at five dollars a year—he is shortsighted. By all these signs shall ye know the unprogressive printer. The unprogressive publisher can be picked out by one glance at his publication. On its face it bears the signs of its owner's character—the physiognomy of newspapers is a great study.

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The writer wanders through several hundred papers a week. They come from all quarters of Canada, from the United States, from Great Britain, Germany and other countries. This face is clean, pleasant and smiling—its editor is the same. This face is monotonous and without variety—so are its proprietor's ideas. This face is aged, wrinkled and yellow—the proprietor has outlived his ambition. Another face is black and smudgy—its

proprietor's fingernails are the same, and this detail is a neglected one. This face is coarse-looking owing to the poor paper—the proprietor dries his face with a crash towel and puts his knife in his mouth when he eats. Some are very fair faces, not striking yet not revolting—the proprietor is on the ridge between progression and retrogression, and one asks, "which way will he go?" Then there is the ruddy countenance, with health blooming out in all its advertisements—its proprietor has good health, a bonnie wife, and a fat purse. Then there is the one that appeals to your artistic taste, and you handle it tenderly, making your cuts into it as straight as possible, and you throw it into the waste paper basket with regret that all the nice things in the world cannot be preserved, and you conclude that you want to know that publisher, know him more thoroughly than by seeing his character reflected in his journal. You desire to fathom the fountains of genius and energy which must be walled up in his mind, from which such copious streams are flowing.

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The weak publisher thinks other men have more genius than he, and he cannot attain success like theirs. Genius, that is business genius, is made—not born. Business ability is a house plant; it has been cultivated by the careful gardener. The man who says he has no talent for business may tell the truth, but if he add that he cannot attain it no matter what he does, he lies. Every man can attain excellence if he has a desire sufficiently strong to enable him to overcome the few minor difficulties. How is business ability attained? Is it stolen? Is it bought like a suit of ready-made clothes? It is like football ability—it is gained by study, observation, conversation and practice. Watch that half-back on the football field and answer the question, "Where gained he that cool head and calm judgment?" Watch that business man when the troubles come, and the cool head and the calm judgment again excites your envy. They both result from cultivation of ideas. The poor printer and the mean publisher have no excuse but their own ignorance, and it is something which they wear of their own free will. They may wash it off with the abundance of knowledge which is to be found if the proper places are searched.

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Poets may be born, but business men are not. They attain their excellence by gaining knowledge from men, experience and books. They gain knowledge and then learn to apply it with the help of the common sense with which nature has endowed them. This is a thought which young men should thoroughly make their own and the effect will be most beneficial.