

increases with its distance from the latter. Cleanliness is just as essential in paper-making as in the jewelry business and must be strictly enforced.

To keep the finishing room as clean as it ought to be its floor should be carefully sprinkled with a fine sprinkling can and carefully swept, the paper in the meantime being covered with sheets of cotton cloth provided for that purpose. There should be a sink for washing in the room or near-by, and plenty of soap and towels in connection therewith; economy in this direction is ill placed. The quality of the twine used in tying up the paper should receive careful attention, as it is sometimes saturated with oil or grease in order to increase its weight. I have seen considerable paper returned to the mill because the string used was of this quality; the grease, from the pressure of the weight when stacked or loaded, is squeezed out and penetrates both wrapper and paper to the depth of half a quire or so. The greasy streaks which show upon opening a bundle are very apt to condemn the whole lot.

STENCILING.

Another thing to guard against is the indiscriminate use of marking ink and stenciling, and the use of a poor or slow drying ink. The wrappers ought to be marked before tying up, and if possible those for each day be prepared on the preceding day. If one person attends to this, so much the better, as the work will be better, and stamps or stencils will last longer than when everybody uses them. Printers' ink thinned with turpentine or alcohol makes as good a marking ink as can be desired. Turpentine is used to thin down where the paper is coarse and of dark color. I recall the case of a "super" who went to a book mill from a wrapping mill. He was asked to get a supply of alcohol or turpentine, as they were out of both, and upon asking for what it was required he said that it was foolish to buy either when kerosene was so much cheaper and would answer the purpose just as well. Of course they got the kerosene and it mixed all right with the printers' ink, and a batch of wrappers was stamped, but when they came to use them next day, for some reason or other the new ink didn't seem to dry, and when a hand came in contact with it and then essayed to lift or even touch white paper it left an imprint, which necessitated a use of soap and water on the hands and the removal of sundry sheets which had caught the imprint of the new ink.

The "super" could not account for this for a while, as he did not "think that it was loaded" in this mill any more than in the other, but he acknowledged that "circumstances alter cases," and never gave the new ink a second trial. Kerosene is too greasy, and has not drying qualities enough for a good ink. It is useful in the finishing room to wash the stamps when they become clogged with ink and dirt. As useful and as cheap a stamp as has ever come to my notice is one which I introduced myself as far as I know, at least. It consists of any good, tenacious wrapping paper, hard calendered and coated with two or three coats of shellac, and thoroughly dried. Draw your lines on this, after cutting a piece of the requisite size for your stencil; then with a round stencil containing the alphabet and numerals, or with the alphabet and numerals in any form, you can mark out any number of stencils to suit your convenience. After marking out your stencil on the prepared wrapper, lay it on a flat board of soft pine, and with a sharp pen knife cut out the letters and figures. You will be astonished at the ease and rapidity with which you can

turn out a good stencil, and it will last if used carefully nearly as long as brass. In selecting a wrapper for this use, get as thin a variety as is possible consistent with the requisite strength, and a clean and well cut stencil will result. In stamping or stenciling on cases or bundles where the contents are not even reams, I usually find that they mark the number of reams, and then with a separate stencil mark the "q" or quires, then insert the word "Reams" or "Rms." behind, where the amount contained is uneven. A quicker and better way is to have a stamp with a quire mark and "Reams" together, like this: "q Rms." It is a small matter, but is a time saver and makes neater work.—Paper Trade Journal.

A QUESTION OF PRICE.

The recent action of three Chicago morning newspapers ordering the carriers having charge of the distribution of their papers to desist from delivering two rival papers is quite generally accepted as the beginning of a conflict in which the question of price seems to be the main issue.

The three papers mentioned, says the Fourth Estate, are the Tribune, Herald and Inter-Ocean, each of which sells for 2 cents a copy. The papers they oppose are the Record and Times, both 1-cent papers, so that the lines seem to be clearly drawn as to the reason of the opposition.

Time was when the common price of newspapers was 5 cents a copy. As paper became cheaper, and improved methods of composition and printing were adopted, the price dropped to 3 cents, then to 2, and of late years a host of 1-cent papers have sprung into existence, although the majority of the 2-cent papers decided that they had reached bed-rock and refused to make further reduction.

The number and popularity of the 1-cent dailies has demonstrated that it is possible to make a newspaper that will sell for that price and in large numbers. With the patronage of advertisers holding the fatuous belief that circulation is the chief merit of a newspaper, a revenue has been secured, sufficient not only to pay the cost of publication, but to leave a handsome margin if the business is well conducted.

It cannot be denied that, except in certain localities, the 1-cent papers have made large inroads in the circulation of their higher-priced contemporaries, and, as a result, have secured a considerable part of their advertising patronage.

The question of what to do about it has confronted the 2-cent papers, and is still unanswered.

Some have added more pages and new features; others have experimented with extensive coupon offers, and many plans have been tried, but with results that were far from satisfying. The gains have been mainly from papers of their own class. Meanwhile the 1-cent papers have increased in number, circulation and prosperity.

It cannot be said that the plan now being tried at Chicago is a good one. It will not find favor with the American idea of fair play, and is more likely to be productive of a boomerang than a boom.

There are conservative men in the newspaper business, who predict that the time is near at hand when most newspapers will sell at 1 cent a copy. Improved processes of production make that possible, and at an early date.

Will the newspapers now selling at 2 cents and 3 cents take warning of the probabilities of the near future and reduce their price, and so start in the race even with their competitors?