

backbone to increase rates, but the weekly can do it easier than the daily. The latter's subscription is still high; the weekly rate is getting near the disappearing point. As has been mentioned before, the Messrs. Smallfield, of The Renfrew Mercury, have maintained the \$1.25 rate, although nearly everyone else seems to have taken a tumble. Surely a local paper that has a hold on its constituency, that really fills a place, could seize the imposition of postage to get a better rate. No better opportunity will ever occur. If the local journals unite in the demand they ought to be able to carry it successfully. Where there is cutting and no unity, of course, an increase is impossible.

WORK AT HOME.

The constant interruptions to which a weekly editor is subjected leads a contemporary to say that he ought to have one room at home where he can write undisturbed. "Every editor, if he have a residence of but four rooms, should have one of them set apart exclusively as an editorial room, and here he should do, as far as possible, all the work of editing his paper. Try it for awhile, and you will be surprised how much more you can accomplish, how much better the paper will be edited and how much more business will be obtained and despatched. Mixing up editing and business not only nearly drives the country editor crazy, but greatly interferes with his success. Money will be made to let the office run itself part of every day while he remains at home carefully editing the paper. An hour at home is worth three at the office in editorial work. Then business can be so much more readily handled when the copy hook is full and the printers' yells are not heard. Run an editorial room at home."

FREE ADS. FOR BOOKS.

An experienced newspaperman, who knows both weekly and daily work thoroughly, and has figured out the profits of both branches of the publishing business pretty closely, assures *PRINTER AND PUBLISHER* that he thinks more free notices are given away in reviewing books than in almost any other way. He refers specially to the daily press. The statement is quite true as regards the dailies. It is an open secret that publishers depend greatly for the sale of their books upon reviews. Even the sale of books by a popular author can be much injured by unfavorable criticisms. In the weekly field the free notices are not common. The editor will often give ten dollars in free notices in order to get a four-dollar magazine. He may find it more convenient to do so. But, if he conducts his paper on the proper basis, i.e., knowing what his space costs him, and

getting its value every time, he would do far better to pay the money. However, many take the magazines and give the fat notices. Would it not be better to make the book notices part of an advertising contract with the local booksellers? The latter are notoriously lax in advertising and pushing their business. Some are bright and advertise. The majority in good sized towns do not. It would pay them to do so, if not in display ads., at least in notices. An arrangement may be practicable in some cases, and the publisher should try.

SUGGESTIONS.

My idea of a paper, says an Illinois publisher, is to get as close to the people as you can, and get them interested in what their neighbors are doing. This cannot be done entirely by the conventional way we have been running our papers, but must be done by having them contribute in various ways to the papers. Lengthy articles on how to run a farm, and how to make children mind, and how to plant corn and oats, and how to make chickens lay, are not what newspapers want. A country weekly should try to cover but one field—the home field. This has heretofore been considered a sort of *perfunctory mention* of Mrs. Smith going to town and Mrs. Jones staying at home, while a local stating that John Brown's house is where it has been for years is never out of order. All these things are a part of the duty of the country weekly, and give it the power and prestige it has, but they are not all that should find space in the paper. Get the children interested in the local history, in writing



MR. ROBERT HOLMES, Editor Clinton New Era.

articles on various subjects, and the older ones in writing of their experiences in life, of things that can be written of, and interestingly, too. Prizes of various amounts will get all these articles and would stimulate interest in the paper such as can be had in no other way.

A FARMER'S AD.

A conclusive instance of the value of advertising in the sale of produce is reported by The Doylestown (Pa.) Republican. Farmer Eastburn had 8,000 bushels of potatoes to dispose of, so he advertised a sale, using liberal display and telling the whole story in his advertisement—no reference to "see bills for particulars," the usual and ineffective method. The result of Farmer Eastburn's policy was seen on the day of the sale, when people came for miles to attend the sale. More than eight thousand bushels of tubers were sold, some for as much as \$1.26 a bushel. Though the cost of the advertising was large, yet the size of the resultant bank account is ample warrant for the expenditure.