absence of a towel, or its dirty condition, lead to the use of white paper, and at each wash-up many sheets are destroyed. An observant proprietor can render his foreman valuable assistance in remedying those leaks, and they are but a few of those that occur daily. Such assistance could be given in a kindly manner, and not a grumbling, snarly way, as the foreman may not have before realized the importance of looking after such matters.

NEWSPAPER ACCOUNTING

FOR a long time past I have promised myself a series of articles or a treatise on newspaper accounting. I have even gone so far as to mention what I hoped to do in conversation and in correspondence, and in answering inquiries in the columns of this journal, I have on different occasions alluded to the scheme in mind. But at the end of many months, during all of which this undertaking has been before me, I find myself just as far away from its accomplishment under the plan that I had originally outlined as at the beginning. And now I am forced to relinquish the scheme either from lack of time to carry it out in all its details or else to substitute another plan that shall put on record some of the results of my investigation, and yet be easier of execution than that first contemplated. I purpose, then, in a series of paragraphs, appearing, perhaps, at irregular intervals, and arranged in a somewhat disconnected order, to get before the readers of *Business* some of the principles and methods of newspaper accounting which it seems to me are of importance. I purpose further to arrange these notes in such a way as to stimulate discussion, and call forth from others such contributions to the general record as may from their experience seem appropriate.

I have purposely chosen as a title "Newspaper Accounting," using the word "newspaper" in its broadest sense. So far as these paragraphs are concerned, it must be taken to include everything from a daily paper to the monthly magazine, and from a weekly trade paper to a quarterly on history or politics. The principles of accounting undoubtedly are the same whether the publication is issued daily or less frequently; but there is a vast difference in the application of those principles as between a daily and a monthly, and also as between a paper of limited circulation and one which has a very large circulation. These facts have been forced upon my attention during the time that the subject has been under consideration, and long since I reached the conclusion that in order to carry out my original scheme it would be necessary to discuss accounting for the daily paper as a separate and distinct art from that obtaining with the monthly magazine, and to distinguish between bookkeeping appropriate to the country political weekly and that which is desirable, if not absolutely necessary, for a weekly trade paper, with large circulation issued in some important business centre. My present plan of random notes on newspaper accounting has this advantage—that I can

Cash	Club	Year	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
		1892												
		1893												
		1894												
		1895												
		1896												

Card from a "Card Index" Subscription List

discuss any and all of the various ideas as they present themselves without the necessity of logical arrangement. I can take up any one particular thought and exploit it without the necessity of classifying it. In turn I shall be able to interest more readers at one time than would be possible if the work were carefully and adequately classified.

The subscription list of the newspaper or periodical is one of the first things demanding attention of the accountant who is intrusted with the routine of the enterprise. How shall subscriptions be recorded? How shall subscription accounts be kept? The reader who gives the least attention to this question will see that the problem admits of various answers, and thereupon will be ready for the variety of replies that may be given. The problem is approached from so many different points of view, that it is not strange that a large number of plans are in vogue, and that many establishments run practically without any plan at all. The underlying conditions are very easily understood. The record of a subscription is no more nor less than an account with an individual. Theoretically, if not actually, in all the details he is credited with what he pays and charged with what he gets. If the subscription is paid in advance, then the first entry in the account, assuming for the moment that it is in ordinary ledger form, is a credit, and the succeeding entries, if all the implied work is done, are of the nature of charges, as the different instalments of merchandise paid for that is, issue of the paper are shipped or mailed. But the number of accounts that must be kept, where the circulation is of moderate size, and the small margin of expense that can be allotted to the subscription department, much less to each subscriber's account, make an ordinary ledger system an impossibility. There is