

**JOURNALISM IN NEWFOUNDLAND.**

**A**MONG other "advantages" that Canada regretfully resigns through the failure of the negotiations for confederation with Newfoundland, is an infusion into our effete journalistic methods of the breezy ozone-laden style of editorial writing characteristic of the island. Here are a few remarks of *The St. John's Evening Herald*, directed to *The Telegram* of that town:

"The *Telegram* accuses us of robbing the banks. It is wrong; we neither robbed the banks nor the Y. M. C. A. funds.

"It accuses us of compromising with our creditors. Wrong again. We always paid 100 cents in the dollar, and never defrauded a city bookseller out of his goods, given to stock a concern on Walter street.

"It accuses us of fraud and criminality. Still wrong. We never skipped to the United States to escape the consequences of our misdeeds.

"It accuses us of deceit and cowardice. Wrong once more. We never remained 'on the fence' for weeks, afraid to give an honest opinion on a public question, nor did we 'eat crow' for the sake of getting Government printing."

The *Telegram* retorted by calling the editor of *The Evening Herald* a "wheezy and pestiferous shrimp." The editor of *The Arizona Kicker* may hide his diminished head hereafter. —*Montreal Herald*.

**ON THE PROPER EDITING OF ADVERTISEMENTS.**

A man who advertises must get returns from the money he invests, says *The Journalist*, or no amount of argument will induce him to believe that "advertising pays."

The reasons why an advertisement does not pay are too many to discuss in a short article, and do not of necessity reflect any discredit on the medium used, for the simple reason that the fault may rest with the goods advertised—they may not be as represented—or with the advertiser, for he may kill the force of his advertising by incivility or a lack of business methods, etc.

But it is quite possible that the fault may rest with the paper or magazine, or be at least of such a nature that it could be remedied by the publishers.

When a badly worded advertisement is handed in, one so antiquated that it would have been not up-to-date had it been painted on the ark, or one in which the weak points are to be in display and the essentials in *agate*, not *leaded*, would it not be wise to suggest that it be remodeled?

Writing, printing and displaying advertising matter demand taste, and something more. Not every one can write a telling advertisement. It is a popular fallacy that to write a good advertisement is "as easy as rolling off a log."

It does not follow because a man is a clever writer or highly educated that therefore he can frame an advertisement that will do its duty in the best and quickest manner. It requires a special training, a special order of brain. Stereo work is not pliable. As it was at the beginning so it has to remain. But local advts. are plastic.

Say that a bad advertisement is received at the office. What is the effect if it is inserted in all its native incapacity or inco-

herency? It does not pay the advertiser as it should, and it not only does no credit to the newspaper itself, but positively mars its proper proportions, symmetry and general effect. Let the revision proposed take effect and this is reversed. It means prosperity for the paper and for the advertiser also.

Let there be a head in the office of every newspaper able to turn the crude material into the finished article, suggest ideas and oversee the compositors and even the foreman himself.

If drastic measures such as these were to be applied to our smaller newspapers there would be a big change for the better, and prosperity would perch on many a banner that now flutters idly in the bankrupt breeze.

Has it ever occurred to our friends referred to that an occasional investment in a new font of type might pay for itself over and over again? Moreover, a whole sermon might be written on the value of contrast and balance.

It is possible for a man who has made a study of such matters so to transpose advertisements on a given page that without altering a word the general appearance will be vastly improved.

**PORTFOLIOS PLAYED OUT IN BRITAIN.**

The portfolio craze seems to have exhausted itself in Great Britain. A private letter received from a Canadian who went over to manage one of these schemes says: "The market here is overrun with portfolios, more than we had in the United States, and a great many firms have dropped money. Only three or four of us will come out with a profit. At present we are trying every scheme under the sun to get rid of our stock, and I think we have at last got a plan to clear out most of them."

**EDDY'S MONTREAL BUSINESS.**

"The Montreal branch of our business," said Mr. Hardisty, of the E. B. Eddy Co., to *PRINTER AND PUBLISHER* last week, "is increasing, and since the opening of the new year sales have steadily grown. Although reports of quiet trade have been heard, we have no reason to complain. Settlements also are fairly good." Mr. Hardisty has just forwarded a large order for news-print on contract to the mills at Hull, amounting to 300 tons, of which 45 tons are for immediate delivery. The Eddy Co. are supplying a great many of the Montreal papers now, notably *The Star*, *Herald*, *Patrie*, *Monde*, *The Witness* partly, and some of the weeklies. "Our Montreal warehouse," said Mr. Hardisty, "is too small for the stock we have to carry to fill the demands we now have." The warehouse consists of five flats and a basement, and yet it is found inadequate to the business being done.

**EDITORIAL REPARTEE.**

A man has been fined \$2 and costs for assaulting a Hamilton reporter. What we want to know is how much it would cost to kick a Hamilton editor. Would 50c. be about right? —*Dundas Banner*.

It all depends, Aleck, upon which Hamilton editor you want to kick. If it is the one we think it is—and that's us—it will cost your folks precisely the price of a bang-up funeral. *Hamilton Spectator*.