



SPECIAL POSITION.

TO OUR PRINTER AND PUBLISHER :

Sir, The conditions as to position, change of matter, and irregularity of insertion in connection with much of the foreign advertising placed in papers outside the large cities are yearly becoming more exacting. Publishers growl at these requirements. Many accept contracts and try to live up to the specification. Numbers succeed, many fail to do so. Contracts are offered so intricate that it is almost impossible to carry them out without an occasional mis-insertion.

A curious fact develops out of the conditions of advertising: When the publisher becomes an advertiser in other people's papers he is often the most rigidly exacting and hard to satisfy. He asks for everything and feels pained if all he claims is not granted.

Take a case in point :

Brother McKim, of Montreal, a gentleman whom, I am sure, we all respect, sent us a paragraph reader for Messrs. Graham & Co., of The Montreal Star. It would run in type, twelve reading lines. It was accompanied by the following specification :

"NOTE.—The above notice to be set in regular new type, and to be inserted in the.....
.....issue of your.....
edition, in absolutely pure news reading matter,
without advertising marks and away from all
advertisements and notices, and not otherwise."

Please observe the astonishing request that this reader must be set in "new" type—the inference being that type in everyday use is not good enough.

Brother McKim, who is carrying out his customers' instructions, and who wishes to have everything plain and straightforward, adds the following explanatory remarks :

- "These notices are to be published as pure new items, set in exactly same type and leading as your regular news, without advertising marks or divisions of any kind.
- "They must be published among live news and be away from other advertising matter. If inserted in a sandwich column of news and paid matter it cannot be accepted.
- "The price will be the same as has been paid heretofore by this firm for the same class of advertising.
- "As the rate paid is a high one the advertiser is extremely strict with us and will pay nothing for an advertisement that is not correctly inserted. If after considering the above you are unwilling to abide by the conditions please return the copy, as we cannot get advertisements passed that are not correctly inserted."

It would seem that the above instructions cover the ground in a definite way, but in order to see just what further the specification would cover a copy of The Daily Review was marked throughout local columns showing where the reader could be placed. A copy, though not of the same issue,

similarly marked, is forwarded with this matter for the enlightenment of the editor of PRINTER AND PUBLISHER.

We had reply from Bro. McKim, who advised :

"Replying to yours of April 15 in reference to The Star readers.

"We have looked up the copy of the paper you marked for us and are sorry to say that the positions marked would not be passed at all. In almost every case the position you have marked is among solid paid readers. The better way to do will be to leave the advertisement out altogether, because there is no profit to either you or us to insert the advertisement and then have it disallowed. The advertiser checks every insertion of the paper, and the question as to whether an advertisement is correct or incorrect is not left to our discretion at all."

Perusing this reply—and you will see that Bro. McKim is nothing but honest and plain in his interpretation of his customer's instructions—we found that in order to print this precious reader, at a remuneration of say 50 cents, we should have to clear every vestige of paid advertising, either in the shape of readers or advertisements, out of the column in which it appeared, and in order to make the insertion good beyond cavil, clear out all paid advertising, readers or otherwise, from the columns adjoining on the left and right, unless printed in a marginal column. Thus, the 12-line reader would proudly wait for the public eye, secure from contamination in its three columns of pure reading matter.

Isn't this carrying the "position" fad to an extreme point?

F. H. DOMIN, The Review, Peterboro'.

THE EMPIRE FIASCO.

One by one the instructive lessons to publishers contained in the swallowing up of The Toronto Empire are appearing. It now transpires that the concern, which was always talked of as a perpetual series of deficits, paid its expenses one year, but the Board of Directors were not clever enough to find this out, and gave away to The Mail for a low figure what could really have been made with proper care a good paying property for the shareholders. Business men who consent to act as directors in affairs of this kind must expect to be held accountable for success or failure. The Mail had a harder time in the way of competition and loss of patronage to bear than The Empire, but the fact that it weathered the storm and eventually came out ahead was due to its superior business management and the unwavering faith its directors had in the paying possibilities of their property. If The Empire had been similarly served by its directors the shareholders would not have had to bear the loss to their pride and their pockets involved in the final deal.

INCORPORATIONS.

Hunter, Rose & Co., Ltd., is the name of a new company formed to take over the printing, binding and stereotyping business of Hunter, Rose & Co., Toronto. The capital stock is \$50,000. The applicants are George MacLean Rose, Daniel Alexander Rose, Atwell Fleming, Thomas P. Phelan and Wm. Manson Rose.

The Bradley-Garretson Co., of Brantford, is to be incorporated, with a capital of \$75,000. At present, Bradley, Garretson & Co. do a large subscription book publishing business. Thos. Henry Lancott is the main owner.