

Those Special Position Advertisements.

Have we not sworn in our wrath that there should be no more "every-other-day-with-top-of-column-next-pure-reading-or first following-a-broken column of matter with privilege of change-of-blocks-when-desired" advertisements? Hav'n't we vowed in our anger that the "changed-every-day-specials-all-to-be-scattered-and-in-each-case-following-pure-reading-not-sandwiched-in-with-odds-and-ends-and-other-specials" would not be accepted at any figure? Hav'n't we looked over the paper, on receipt of the formal notice of a mis-fit, a notice that serenely if not sarcastically enquires

Isn't it the truth, brethren, that the fault is as much with ourselves as with the conditions of the contract? Is it so difficult a matter to give what we agree to deliver? Probably not, when we go about the right way of giving.

The news foreman has a deal to contend with. Placing special position advertisements is the bane of his typographical life. I know of a truly good man who wrecked his connection with the Methodist church while trying to get this class of advertisement into place every day. His language developed from a fairly decent Anglo-Saxon to a profuse vocabulary of a markedly heated character. There is no

Advertisements and Receipts for the Month of November, 1894

Advertiser	Last Issue	Position	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Remarks		
Smith & Co.	2	Top of Col.	1/2	1/2					1/2	1/2	1/2				1/2	1/2	1/2						1/2	1/2										Balance forward		
Shelton Bros.	10	Top of Col.	1/2						1/2	1/2					1/2	1/2							1/2	1/2												
Johns & Co.	6	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Balance of account	
Providence	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Some days great in circulation	
Rock Island	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											See list p.	
Am. Book Co.	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Balance	
R. B. Baker	10	Top of Col.	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2
Big Dipper	10	Top of Col.	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2	1/2
Mary Ann	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Balance	
Am. Book Co.	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Balance	
Providence	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Balance	
Am. Book Co.	10	Top of Col.							1/2	1/2					1/2	1/2							1/2	1/2											Balance	

if "the publisher thinks he will be able to have correctly inserted the balance of the copy sheet," and after looking, consigned the contract (verbally) to—the plate matter boxes? Hav'n't we done all this, brethren, and don't we take the blank contract with the reading notice duplex attachment and go ahead in the old careless way, trusting to the news make-up and other fallible conditions that the thing will come out right—somehow? Truly it comes out even—for the patent medicine man, after we have given him thirteen months and two weeks insertions to square up a twelve months' contract.

There is a way to stop it. Refuse to insert anything but a plain, straight, yearly or definite time advertisement. If this resolution is adhered to the paper may require many columns more plate matter than are now used.

use trying to rectify this matter of position after the paper is printed. While its pages are on the stone is the place to do your work and save regrets.

Half a dozen plans had been tried and found wanting. Several had the weak spot that when the make-up was off for a day or two the office was stranded on the edge of an uncertainty as to the advertisements that should appear in next day's paper and where they should be placed. It was concluded to give the make-up's intellect and his memory a rest and a scheme was blocked out and tried that has given results about as perfect as may be reached. Simple affair, requires no elaborate preparation. The accompanying plate, will show a fairly perfect plan of keeping track of such advertising contracts.

A number of sheets (blank book demy was