

Printer AND Publisher.

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EDITORIAL NOTES

THE publisher of the Bolivar, N.Y., *Breeze*, does not accept advertisements from agents nor patent medicine men. He is to be envied.

THE Geneva, N.Y., *Advertiser* accepts advertisements from a limited district only, its local patronage justifying such an unusual proceeding.

THE Covington, Ind., *Friend* has solved the objection to "inside pages" held by some advertisers, as the heading is repeated and local matter published on each page.

CONSIDERING the annoyance suffered in newspaper offices with cuts mounted on wood, owing to the wooden bases warping and swelling, an extra price should be charged for using them.

A WESTERN editor published a two column letter from a non-subscriber, who generously bought two papers containing his letter. The editor figured the matter out as follows:—Composition, etc., \$8.00; value of space at advertising rates, \$60.00; total, \$68.00. By two papers, 10c. Did you ever meet with a like experience?

SOME of the publishers over the border evidently have their lines cast in pleasant places, as the Manchester, N.H., *Telegram* refuses advertisers preferred positions, limits the space occupied by an advertiser, allows him to cancel his contract at any time if the advertisement does not pay, and refunds money paid for such advertising.

AT the recent meeting of the Missouri publishers no papers were read, the president having arranged a programme which brought forth discussions on practical subjects. The session lasted two days, and was pronounced one of the best gatherings ever held, being "stripped of the school-boy business so frequently indulged in by press associations," as one of the members put it.

HERE is a tip on the latest mode of bringing delinquent subscribers to book. A Vermont editor who could evoke no response to his dunning appeals, judging that those written to were dead, published their obituaries. This brought them to life, and they invariably handed in their dollars to secure a correction.

AMONG the by-laws adopted by the publishers of Livingston county, N.Y., was one to the effect that all subscribers who were in arrears one year or more would be dropped on January 1st. Two papers in one town so rigidly observed the by-law that they each cut off between two and three hundred delinquents. It may have required some "sand" to do this, but it will pay in the end.

WHY should the country publisher burden his columns with complimentary puffs of local entertainments; such as church fairs, bazaars, and other exhibitions from which money is made? Such entertainments are money-making concerns, and should pay their way. The *Ohio State Journal*, the *Nebraska Pioneer*, the dailies of Crawfordsville, Ind., and other journals have become weary of the practice, and now charge for such notices, some at full and others at half rates.

THE greed of advertisers is a bottomless chasm, and impossible to satisfy. The *New York Sun* recently admitted an advertisement of a column and a half on its first page, which was set up exactly like reading matter—scare head and all—the only distinguishing mark being the letters "adv." at the close. It occupied a space that has for years been kept sacred to the *Sun's* cable news, and the advertiser intended that it should deceive the reader. It was a case where Commander Dana—that Nestor of journalism—lowered the *Sun's* colors at the behest of the business management, and hoisted false ones. So, likewise, the *New York Herald*, that has for many years somewhat openly boasted of its denial of the admission of advertising cuts and display type, has had to recede from its position, though not to a discreditable extent.