

DIVIDENDS THEIR SPECIALTY.

# Chandler and Price Presses

**Noteworthy Facts**

Over 10,000 in satisfactory use.  
13 years on the market  
None for sale second-hand.

**Noteworthy Reasons**

The Press is built honestly.  
The Press is built to wear.  
The Press is built to produce.  
The Press is built with all the essentials,  
without non-essentials . . . . .



## The Standard in Job Presses

For sale by dealers only

**CHANDLER & PRICE CO.**

Manufacturers of High-grade Printing Machinery.

CLEVELAND, O., U.S.A.

Of course, if a publisher were not inclined to see a matter of this kind from the standpoint of the advertiser, the latter would also be a loser by discontinuing his advertisements, but in that case his loss would cost him nothing for space, which would be something better than being a target for his competitors at so much per target.

However, it may be I haven't taken a wide view of the matter, perhaps I haven't duly considered the rights of him of the "advertisement following," or of the publisher who believes, and rightly, that one man's money is as good as another's (always, of course, providing there is as much of it) and it may be there is a principle involved which I have overlooked. If so, I am open to the opinion of any publisher who can reason me into another way of thinking.

**COMMENTS ON THE ABOVE.**

Mr. McConnell's article is an able exposition of the case from an advertiser's point of view. Like everything else, the question has two sides and PRINTER AND PUBLISHER would like to hear the opinions of publishers. In some respects the case resembles the dispute which arose between The New York Post and a combination of department stores. The Post, in criticizing the United States Customs regulations, made the statement that wearing apparel could be bought better and cheaper in Europe than America. Wanamaker, and other large drygoodsmen, cancelled their advertising contracts with The Post, claiming that the effect of their advertising had been destroyed by editorial comment. The Post took the ground adopted by Mr. McConnell's friend—that an advertiser buys the portion of the paper in which his advertisement appears and has no control

over other parts, nor has he the right to dictate the policy that a newspaper is to follow on any subject whatever.

The New York Bookman takes another view of the matter. It says: "The editor has a perfect right to make the statements in our advertisement appear to be untrue, but then, as a matter of business, we have a perfect right to save our money and cease appealing to his particular set of readers, because we consider that their perusal of our advertisement will no longer be of any advantage, and in doing this we are by no means hoping or expecting or wishing to influence the policy of the paper. We are simply declining to throw away our money."

The question is so important that it is worth while for every publisher and advertising manager to give it a little consideration, and let us hear what he thinks.

**A RAILWAY CONTRACT RUMOR.**

A newspaperman, who has been known, on occasion, to attempt a witticism, writes to PRINTER AND PUBLISHER: "Apropos of the remarkable clause in the Grand Trunk and Richelieu and Ontario advertising contracts, invalidating them in case of hostile criticism, it is rumored that the Canadian Pacific is contemplating the insertion of a clause in its contracts to the effect that the agreement will not be vitiated if the company gets pounded to death fairly, unfairly or otherwise. The reason of this is said to be that the company has become so accustomed to violent attack from some newspapers, that it wouldn't feel that it was getting the worth of its money unless a liberal supply of abuse was reasonably guaranteed with the advertisement."