

amount at 5,000. Now the honest man, by experience, knows exactly what his competitor will do and should he send in his figures at the 3,000 mark, he will be bound to lose his business if the directory ever directs. He fails to send in any information, and Rowell guesses at it and places it anywhere from one to four thousand. This is where Mr. Rowell makes a mistake. All unsupplied information should be left out. Blanks are preferable to guesses.

There can be no denying that a newspaper directory of Canada and the United States is a desirable thing, but it should not be published by an advertising agency. When it is, it is sure to bear on its brow the mark of the beast. Colored inks may not be used in the printing of it, but the colorations are there, and the publisher of the fake journal is usually the man who succeeds in affecting these colorations.

Advertising agencies are objectionable in themselves from many points of view. They adopt some very ingenious, yet not ingenious, ways of securing space at 75 per cent. off regular rates. They have an advertisement of some patent medicine to occupy a space in a weekly which usually costs \$100 per year. They write out a cheque for \$25, and enclose it with the advertisement to the publisher, saying that the advertiser cannot afford to pay more than that amount for that space. The publisher fingers that \$25 cheque very gingerly at first, then doubtfully, and finally, after thinking that he might as well have that as nothing, and that he is just in need of \$25, accepts it. He argues that he is only robbing his readers of a little plate matter, and it will not matter. But once he has accepted such a rate, he will never get any higher. His record is made and placed on file, to be used against him so long as he remains in business.



QUEER THINGS AROUND.

By S. C. L.



HOWEVER pleasant a business man may be, however jolly his conversation, however numerous and taking his wares, he needs something more substantial to win him the confidence of his trade. The printer must know his business so that he can make suggestions to all his customers as to the proper methods to be

used by them in setting up their circulars, their billheads, letterheads, etc. He must be an artist, capable of showing a method of putting in ink the half-formed idea that his customer has brought to him to be developed. In order to do this he must make a careful study of good printing as seen in the products of the best printing offices and as seen in the trade journals of the day.

• • •

His sample book should have a carefully arranged set of samples showing model billheads, model statements, model business cards, programmes, etc. Each class should be kept by itself, that is all the billheads together, all the wedding announcements in the one part of the book, etc. Such a sample book will cost about \$3 to start with, besides all the trouble of pasting samples of everything that is worthy of a

The newspaper that can conduct its business without appealing to any advertising agency for business is lucky and fortunate. Indeed it is often a mark of great wisdom. Local news and local advertising only are the one source from which sustentation can be expected. The newspaper half full of doubtful patent medicine advertisements at one-quarter regular rates, is not fit to enter the clear atmosphere of the pious home. Moreover, its lack of suitable reading matter and abundant local news causes it to lose more in subscriptions and local advertisements than would pay twice over for all the advertising agency advertisements at cut rates.

Of course, when these contracts can be procured at not less than 25 per cent. off regular rates, and if the advertisements are not of a doubtful character, it would be folly to refuse them. Some cases might arise when it would be unwise, but so far as the city daily and the local weekly are concerned, these cases would be infrequent.

Local advertising is capable of very large development. Any publisher can by counsel and example educate his advertisers to write taking advertisements. He can, moreover, educate his readers by strategy, and carefully calculated make-ups, to read the advertisements. With this double-barrelled gun he can secure double the supply of game. The education of patrons and readers is something to which publishers give, perhaps, too little attention. A publisher in Western Ontario speaking on this point, recently, remarked that the purchase of some dozen copies of a monthly advertising journal for gratuitous distribution among the merchants of that town, doubled his advertising patronage in two years. This is something which every publisher should bear in mind.

place. But the benefit flowing from it is wonderful, even in a town of 1,000 inhabitants. Every time a customer goes through that book he is educated to have better printing done, and he soon becomes willing to pay \$4 a thousand for the printing of his letterheads, where before he wanted it done for \$1.50. Moreover it educates the printer himself. Standing on the rounds of the ladder that he has already reached, he climbs to greater heights of artistic perfection. His strength draws him up.

• • •

A friend of mine, a printer in a city, has a large case of drawers, each of which is divided into four compartments, and in each compartment is kept a certain line of samples of his printing. All these compartments are numbered and labelled, and on the top of the box is an index to the various kinds of samples contained therein. He says it saves him enough time each week to pay the original cost. He is a busy man, and does a huge job business. For my own small business I find an invoice book with a leather back, size 12 x 18, to be just the thing. I keep only samples of my best work.

• • •

But I have drifted far afield of what I intended to say at first. The man who runs a newspaper and job printing business in connection with, besides what has been suggested above, need to be a man of great education and varied accomplishments.