

time. To read an advertisement in a depot, is to read it when your mind is full of something, which, for the time being, is of transcendent importance. To read an advertisement in a newspaper is to be profited thereby, but to read it in a railway station is like pouring water into a bottle, which has a hole in the bottom.

Editors should discourage such methods of advertising as depot lithographs, hotel register cards, etc. They should, on the other hand, encourage the use of the proper medium of advertising as much as possible. They should countenance only the right way of doing advertising, because it is to their own interest to do so, and because there is a right method of advertising and a wrong one. Depot advertising should be placed on a par with perpetual calendars and other such fakes, and no one class of persons should take more interest in placing it there, than newspaper editors.

THE PREMIUM NUISANCE

AT the last annual meeting of the Canadian Press Association, there were four propositions laid down on which the Association hoped to unite the weekly Press of Ontario, in order to bring about a general and simultaneous adoption. These were:—

1. That all subscriptions be paid in advance—not more than one month's overtime to be allowed.
2. That twelve months only shall constitute a year's subscription.
3. That the commission to agents shall not exceed 25c. on each subscription.
4. That no premiums shall be given as free gifts.

A committee was appointed to sound the editors on the question and make arrangements for carrying this into effect. But the secretary of the committee, Mr. L. G. Jackson, informs us that the scheme has fallen through for this year. He says that the principle was, on all sides, admitted to be the proper one for the guidance of editors, but that some of the larger weeklies had already placed their orders for premiums for this year, and they would lose heavily by agreeing to the arrangement.

Nevertheless, good work has been done by the Committee, and the attention of every editor has been directed towards the question of abolishing premiums on all subscriptions for weekly newspapers.

Nearly every editor admits tacitly that the habit of giving premiums, whether in the form of a few months' extension of subscription, or whether in the form of gifts, is very pernicious and wasteful. Very often it reaches the height (or the depth) where the gift becomes a dishonest one, and given, perhaps, as the result of some flimsy guess-work, or for the solution of a simple puzzle. Here is where it finds its worst expression, and can, and should be strongly

condemned. The plans used to wring money from unlucky prize-winners is often extremely disgraceful and dishonest. Some are fakes pure and simple. But while the ordinary editor holds up his hands in holy horror at such a practice, he is doing business along a similar line, when he advertises a fifty-cent premium which in reality costs him but a few cents. The difference is but one of degree. Such gift giving should be condemned in all its forms without discrimination. It should be thoroughly eradicated from the business systems of all newspapers, who desire to uphold the respectability of the profession. Moreover, it is to the interest of all printers that subscriptions should be paid in advance; only, the difficulty has been that they have, in many cases, not had the moral courage to uphold their convictions. This cowardice is extremely despicable. A man who has not the courage and confidence necessary to enable him to make his income dependent on the quality of the paper he turns out, had better hire out as a farmer's hired man. He has missed his calling, or at least mistaken the profession of which he is a member.

These propositions should have been adopted by every editor, but only a few signified their willingness so to do. A large number failed even to reply, thus leaving themselves open to the stigma of being discourteous. The matter will again be discussed, in all probability, at the next session of the Press Association, and no weekly editor should enter into any agreement which will debar him from agreeing to the proposals which will undoubtedly be again laid before him for his consideration. If the adoption be made general, the "other fellow" and his neighbor will be on equal footing, and there can thus be no ruinous competition. Let the newspaper car get on the proper track, and the running will be more swift and smooth.

PAPER from rags was made in 1000 A.D., the first linen paper in 1319, and paper from straw in 1800.

SEATS will be provided at the World's Fair dedicatory ceremonies in October for 1,500 newspaper correspondents, it having been estimated that about that number will be present.

A LAUGHABLE story of some carrier pigeons is told in an Antwerp newspaper. The editor of a celebrated journal published in that city sent a reporter to Brussels for the king's speech, and with him a couple of carrier pigeons, to take back the document. At Brussels he gave the pigeons in charge of a waiter, and called for breakfast. He was kept waiting for some time, but a very delicate fricassee atoned for the delay. After breakfast he paid his bill and called for his carrier pigeons. "Pigeons!" exclaimed the waiter, "why, you've eaten them."