holding old. Each job you run, put in a few extras for yourself, then, when a prospective customer asks for prices, send him a package of samples, with a price marked on each, with request and postage for their return. If your prices are within reason, and your work of the average, you will secure the order nearly every time through this little point of courtesy. And never print or deliver a job of which you are ashamed to preserve a sample."

TREATMENT OF ADVERTISING AGENTS.

CHARLES STARR, of The East Orange (N.J.) Gazette, in his paper on "Business Independence," read before The National Editorial Asssociation, says:

"Every decent publisher starts out with a high ideal in journalistic and in business affairs, and with a commendable ambition to not only conduct a paper that will be a journalistic success, but one that will pay him well for his labor and responsibility, and, in the end, earn a comfortable surplus for his future enjoyment. With the latter end in view, he establishes prices for his advertising space and for his job work which he considers fair, and which he expects to yield him a reasonable margin of profit, and makes rules for the conduct of his business according to his own ideas.

"In this respect, he does not differ materially from the man who runs the corner peanut stand, but in too many cases the similarity in business methods ends with the good intention After having become comfortably settled in business, the advertising agents learn of his existence and begin to assail him with propositions for advertisising at a small fraction of his rates, burdened with requirements in absolute violation of the beautiful set of rules he has formu'..ed for his guidance; and, if they are unsuccessul at their first assault, they begin to harass him with arguments to show how peculiarly desirable it is to do business with them in this particular instance at a loss. Right here is where his business independence should assert itself. If the publisher wavers a hair's breadth he is a goner, as he will be forced to accept at least a part of the most ridiculous proposition in order to avoid correspondence that otherwise would drive him to a madhouse.

"The peanut vendor, whose price for a measure of nuts is a a nickel or a dime, would not dicke ng with a man who offered him a cent for them and wanted them tied up with silk ribbon and sent home, and it is just at this point that the vendor would show the value of business independence, and, by refusing the order, avoid all parley on the subject. If the man making the offer wanted the goods, he would then, in nine cases out of ten, take them and pay the price; and it would be the same way with prospective advertisers if publishers could only be persuaded that the value they set upon their space is the correct value, and that by showing ordinary business independence they are protecting their rates from future and continued assault, and are ensuring much greater satisfaction on the part of their customers. They will be much better satisfied with the proceeds of a smaller number of advertisements at paying rates, until their independence results in the securing of a satisfactory volume of more desirable business at remunerative prices.

"In the matter of job printing many publishers are equally unstable in their prices. They know what a job is worth and that they ought to charge for it, but in the face of the chance of a rival office getting it at a lower price, they sacrifice their profit, never stopping to consider that, in meeting cut rates, they are putting themselves in line with other cut-rate printers, and are establishing a grade of prices at which they could better afford to be idle than busy.

"In most ordinary pursuits, men who have goods or labor to dispose of, fix their price and stick to it, recognizing the wisdom of that policy in the long run; and publishers of newspapers should show the same business independence that would enable them, with equanimity, to view the loss of an occasional order on which they know only that it is a common practice for some of the big advertising agencies to shave bills anywhere from 25 to 50 per cent., claiming some technicality as an excuse. We try to render service as per contract, and we won't submit to the paring process. We keep and file every letter and contract, and by this means we are able to make up our case, hand it to our attorney, and tell him to 'go ahead.' We've collected balances in this way from some of the biggest and meanest advertising agents in the country, and the cost has been trifling.

"We believe the loss to publishers can be minimized if they will simply do business in a businesslike way. Our confidence in this plan has been established by experience, and we believe our brethren will find it to their everlasting advantage to try the experiment."

COST OF WAR REPORTS.

CANADIAN dailies paid a lot of money for reports and special correspondence of the Spanish-American war, and Newspaperdom has been figuring up the expenses of the leading United States journals. The average citizen, it says, unversed in newspaper ways, is all too apt to conclude that because his favorite paper has printed much news of the war, sold a great many extra papers and thus acquired a gratifying surplus, that the editor should do so and so in the way of improvement.

It will doubtless interest this superficial observer to learn that, should a war reported as this has been continue two years, it would bankrupt the resources of every first-class newspaper in New York city. Every newspaper of the first class has run far behind since the outbreak of the war. To one newspaper, at least, the war has meant an additional expense of more than $3,000 a day—about $1,000,000 a year—enough to eliminate all the profits of the most profitable newspaper in America.

The New York Journal—which probably "covered" this war as completely and elaborately as any other newspaper—had in commission ten seagoing craft, as follows: The yachts Anita and Buccaneer (the Buccaneer was given by Mr. Hearst to the Government, armed and equipped), the steamers Amrum, Baracoa, Ely, Sylvia, Diamante, and the tugboats Echo, Simpson and Biscayne Bay.

The charter of these boats amounted to over $1,500 a day.

The item of cable tolls is able alone to chill the ardor of the would-be newspaper creator. It cost from 50 to 80c. per word to send press matter from such points as St. Thomas, the Haytian points or Jamaica.

It cost $1.45 to $1.80 per word for press cables from Hong Kong. It was necessary to keep correspondents posted as to the principal events of the war. On such messages—not forwarded for publication—no press rate was allowed. They cost $2.66 per word from New York to West Indian points.

It is a fact that the only profits in the newspaper business during the exciting days of the war went into the pockets of the newsboys, whose sales were swelled beyond belief, and whose incomes assumed quite respectable proportions.