

## THE EDITORIAL PAGE MAKE UP.

Newspaperdom.

A GOOD deal of attention has been drawn to the editorials, particularly those of a political nature, that have appeared in The New York Journal since the opening of the campaign. It is not our intention to enter into any analysis of the causes that have contributed in bringing about this draft of public attention; that such is a fact is patent to anyone travelling into the city every morning, and observing the newspaper readers in the cars.

What we desire to call special attention to is the irregular make-up of the editorial page of The Journal, and perhaps one or two other papers which have followed suit. The principal articles—"leaders" they can hardly be called, since they do not lead off the page, as is the custom where this term is used to designate the article of chief importance—are set in double measure and double leaded, and when two or more are used, one of them begins at the top of the second column, ends where it will down the column length, and is followed by a continuation of the single-column short stuff that began the page. This is carried over to the fourth and fifth columns—sometimes—and the second double-column article is set anywhere, either in the centre or above or below it, just as it seems to come to the hands of the make-up. Other single-column articles are then used to fill up.

We fail to see anything to recommend this new style of laying out the page. Long lines are trying to the eye of the reader, and when extracts are single-leaded (which of course is right) reading becomes a positive hardship by reason of the more solid appearance. Again, this is added to when the reader is compelled to jump from single to double measure, back and forth, several times in one page.

To our mind, there is nothing better than to begin the editorial page with the best the editor has to offer his readers; then, after a proper proportion of heavy matter, to wind up with the light chaff and witticisms that the readers are now invited to before partaking of the solid food.

If the editorial is considered too long for single measure, and there are other long articles to follow, what could be better than to divide the entire page into equal column widths of a broader gauge? Suppose the page is seven columns of thirteen picas each, with six nonpareil column rules; the sum of these would give ninety-four picas in all. Five columns of eighteen picas each, with four rules of a pica each, would produce a better-looking page, in our opinion, and certainly be easier on the reader than the present arrangement. And there would be no need to put a nonpareil more space on one side of the column than on the other, in order to set the matter in even picas. With respect to extracts, we would suggest an indention on each side of one em, beside reducing the spacing between the lines.

## THE FREE NOTICE IMPOSITION.

THOROLD POST.

The Post has received a copy of Stovel's pocket directory of Manitoba, with a circular asking for a notice and a marked copy of the same. On the title-page of the booklet is the statement that it retails at 5 cents. As the minimum charge for a transient reading notice is 50 cents, the proposed exchange can scarcely be considered on an equitable basis. The incident is worthy of mention only as a sample of the assurance of a

great many advertisers. It is not an uncommon thing for several dollars worth of advertising to be asked in exchange for a 40 or 50-cent article or book. And a great many papers comply with a meekness which must be very satisfactory to the other party. These offers, when received by papers conducted on a business basis, usually get no further than the waste-basket. While writing, a weekly exchange comes to hand in which the 5-cent directory gets its notice, which would cost as an advertisement 70 cents.

## ONE LETTER WROUGHT THE HAVOC.

A certain bachelor editor of a northern Iowa town is in a predicament, so an exchange avers, as the result of a careless proof-reader. Having occasion to apologize to his readers for a delay in issuing his paper, he wrote: "We beg the indulgence of our readers for being a day late this week. Our failure to get out on time was on account of the physical demoralization of the editor, caused by sleeping too close to the boarding house window." The compositor set the last word "widow," and the proof-reader failed to discover the omission of the "n."—Our Advertiser.

## THE DEATH NOTICE COLUMN.

The manager of a Detroit daily paper once received the following letter:

DEAR SIR,--I notice that your paper does not contain many death notices. I like to read death notices, and if you cannot publish more of them, I will have to stop taking your paper.

Yours truly,

He replied at once:

DEAR MADAM,--In reply to your letter, I desire to state that as we publish the notices of all deaths that occur, you should not hold this paper responsible for the insufficient number. We desire, however, to please our customers, and will therefore mention your request to some of our doctors, who clearly have this matter within their control, and see if we cannot publish a column at least of these notices in each issue hereafter.

Yours respectfully, etc

This reads like a good joke, but it suggests an actual plan pursued by one Canadian paper at least in the publication of death notices. The local announcements are recruited by others appearing in the principal papers of the country, so that the column becomes an obituary record like that of The London Times. Women especially like to read births, marriages and deaths, and from the news point of view the question of maintaining a column of this kind is worth considering.

## THE QUESTION OF PRICES.

SIGNING "One of the Publishers," a correspondent writes: "I had supposed that PRINTER AND PUBLISHER, as its name implies, was published in the interests of printers and publishers. But it is quite evident, from your issue for June, that you are much more concerned about helping to maintain prices for the manufacturers than enabling their customers to buy at the lowest possible rates. I can't see how such a policy will enable you to maintain a circulation." Our correspondent in supposing that we have any desire to unduly aid manufacturers is mistaken. If he alludes to paper manufacturers, he will find, on enquiry, that most of them think we tend to depress prices, and refuse to advertise on that account. If he alludes to manufacturers of job printing, he will find that we favor good, but not exorbitant, prices. All round, we favor a fair profit on every line of manufacture. Against monopolies or inflated prices we shall always protest in the interest of readers.