



A JOURNAL FOR PRINTERS AND PUBLISHERS

PUBLISHED MONTHLY BY

THE J. B. McLEAN Co., LTD.

TRADE JOURNAL PUBLISHERS AND
FINE MAGAZINE PRINTERS

No. 10 FRONT ST. EAST, TORONTO

Subscription \$2.00 per annum

Single copies 20 cents

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TORONTO, NOVEMBER, 1893

NEWSPAPER DIRECTORIES.

THERE is one form of business relation between the newspaper publisher and the advertising agent that should have long ere this been vigorously touched upon by THE PRINTER AND PUBLISHER, and which seriously affects the publisher.

It is the question of advertising in the newspaper directories and guides which the agents do so dearly love to publish—at the expense of the newspaper proprietors.

For months in advance of the date of issue of such directories publishers are solicited most persistently for an advertisement—from an inch to one page—to appear in the directory owned by the agents, and although it is very rarely that it is intimated flatly in so many words that the ad. must be given or business will be withheld, still there is always that certain inference which is plainly to be deducted owing to the clever phrasing of the circular matter issued.

In the vain delusion that advertisers will turn to his announcement when looking over the directory, and will be impressed by the statements therein contained, the publisher agrees to pay an exaggerated price for his announcement—in space in his paper, at cash rates—and then throughout the year waits for the orders that never come.

If any do come, cash rates are found to be cut rates, and if none come the first year, it is almost certain that later on some good advertiser who has paid a fair price for years for space in the paper will suddenly renew through the agency, which has sold him a large amount of space in many papers at perhaps one third or one-half the rates he had been paying, so that the cash customer is lost, and instead of him there comes an order paid for by advertising in a back number newspaper directory at half rates, and with an impudent deduction of the usual commission.

As a matter of fact, advertising agents smile at the gullibility of newspaper publishers who thus furnish them with the means of issuing bloated volumes which are primarily intended to advertise the agency, and it is well understood that such adver-

tisements as are procured are intended by the publisher to act as bribes to influence the agent in placing his customers' business.

As a matter of fact, the amount of business that can be so influenced will never pay for the cost of the advertisement. Agents do not dare to dishonestly recommend papers to their customers that are not worthy of receiving business. There is too much competition among agents for every customer's business to make it wise to offer him anything but the best mediums, so that such mediums can afford to placidly ignore the insinuating advances of the agency with a directory, and second-class mediums are worse than wasting their space by paying for any such advertising.

The most vital point in the directory is the circulation rating. It costs the publisher nothing to furnish full particulars as to his circulation, and if done in accordance with the form required by the directory publisher, proper credit is almost certain to be given.

It is the circulation rating the advertiser looks at. Attend to this point, but scorn the useless advertisement in the directory, which brings you no business, but simply furnishes the agency with space in your paper to sell at cut rates to your best foreign advertisers.

To Canadian publishers this most pertinently applies, as the most persistent sinner among the U. S. agencies in the directory swindle places less business in Canada than any other of the larger concerns, and the space taken in the only Canadian directory issued has not proved an exception to the universal experience.

THE CHICAGO CONVENTION.

THE seventh annual convention of the United Typothetæ of America at Chicago on September 19, 20, 21 and 22, was not a glowing success, if one is to judge by the results. Still as conventions go it was a brilliant meeting. The Chicago printers had a big task in the entertaining such a huge crowd just when every man was very busy, but they seem to have accomplished the work in a creditable manner. Three hundred and seventy five persons sat down to the banquet and ninety four voted on the motion to appoint a shorter hour committee. The discrepancy between the two numbers merely shows that the banquet must have been exceeding 'taking.'

The President made a good address. It was pleasant and not too radical. The readers of this journal have already had an opportunity to read a verbatim report of it.

Amos Pettibone of Chicago, presented the report of the Executive. There was no increase of membership—a bad record for any executive. This doesn't look very much like arm-ing for a fray—and the fray so close at hand. Employing printers may discard their mantle of indifference too late to be able to use their powers in self-defence. An unguarded foe is an easy prey.

The Executive recommended a reduction in wages of ten per cent. That may be all right in the United States, but Canadian employing printers are not forced to admit such business weakness. They have a humane consideration for their employees, and no doubt all American printers have too, but they are far from desiring to cut down wages which are none too high at present. The laborer is worthy of his hire—if he is honest, earnest and progressive. If he is not possessed of these qualities,