cost hundreds of dollars, and if you get enough advertising to pay for it you will be fortunate, while my experience has taught me that in the course of time you are systematically robbing your legitimate advertising columns—a patronage that is profitable alike to the merchant and to the publisher. Merchants are now setting apart each year so much for advertising, the same as for rent, fuel, light, etc., and if you get \$10 or \$20 from one on some advertising scheme, on which you will not make any money anyway, he will figure you out of that amount by curtailing his newspaper space, on which there is a profit.

SEND A COPY OF YOUR PAPER.

Always send a copy of your paper when soliciting advertisements by letter. If you expect your correspondence to fall on profitable ground, the prospective advertiser will certainly want to see your paper, and if he is at all favorably impressed with your territory he will write back asking for copies of the paper.

CULTIVATING LOCAL PAPERS.

There is an increasing tendency on the part of wholesale men to cultivate the local paper, instead of depending on the larger dailies to disseminate the virtue of their goods. The grocer, the hardwareman, etc., have joined hands with the druggist in recognizing the value of patronizing a firm who will make a demand for their goods. The outside circulation of the big dailies is taken largely by men, and men as a rule do not read advertisements. Ninety articles out of a hundred are bought by women, and such readers can only be reached through the local paper. During the last year The Journal has secured a large share of this class of advertising, and such advertising has usually paid for itself on the first canvas made by the traveler. A contract with the local paper is a strong argument for business in the hands of a commercial traveler. Cleveland baking powder, Hood's sarsaparilla, Slater's shoes, etc., were made by reaching the consumer.

HAVE A COPY OF YOUR PAPER IN YOUR POCKET.

Never be without a copy of your paper in your pocket. So sure as you interest a man in a contract he will want to see the position you can give him. If you have it handy you can close your business on the spot, whereas, if you allow the opportunity to slip you may not get so favorable a one again.

KEEPING TRACK OF ADVERTISEMENTS.

One of the chief annoyances in a newspaper office, in spite of the most elaborate system of checking to avoid the same, is to get the news foreman to carry out faithfully his instructions. In spite of the best regulations, complaints will come in of wrong position, omissions, etc., which in even small offices amounts to a good many dollars in a year. . Some papers have adopted the principle of fining their foreman for such omissions, but this is not always satisfactory, since even the best of men are prone to err. The Journal's news foreman is provided with a book in which a perfect record of all daily and weekly foreign advertising may easily be kept. This chart has enough space to last three or four years. There are spaces for advertisements that have the run of the paper, next to reading matter advertisements, next to and following reading matter, reading notices, line contracts, etc., spaces for each day in the week the advertisement runs, and other means of reference which makes it seem impossible for a make-up to get astray. For the benefit of the foreman we have also tablets by which he is able to keep track of local advertisements. Each tablet is lettered, there being two or three tablets of each letter. The tablet as herewith shown will explain itself:

NAME	AGEST	R or D.	ZOITIPGI	Now.	WFD THUR	PRI *AT.	WKLY	EXPIRES,
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The foreman does not receive a verbal order of any kind. Every advertisement must be accompanied by a written order from the business office, the following plan, which was recently introduced, being found the most effective:

No	No
Date	
Name	Name
Space	Space,
Tingo	Time
Particulars	Particulars
deceived above ad.	
***************************************	!
Popular	

These orders are in book form; the stub remains in the business office, while a duplicate goes upstairs. It answers both as an order for the insertion of advertisements and for their discontinuance. As will be observed, there is no latitude here for a foreman to place the responsibility of errors on other shoulders. He cannot claim that he did not receive an order, or that it was indefinite, since the order is accessible in the business office, with his signature, showing just what his instructions were, and that he understood them.

When a contract is received at the business office the book-keeper at once enters it in the advertising book, each entry occupying a full line across two pages, showing the date, number, name, address, rate, time, first and last insertion, amount, and such particulars as may be necessary to guide him. The contract is numbered to correspond with the number in the advertisement book and the foreman's order, and filed. The terms of payment, whether monthly, quarterly, etc., are entered in the book-keeper's diary when the accounts are made out for collection, copied, and, to simplify and keep constantly before the eyes of the collector, a memo of each account is made out on such a form as this:

ACCOUNTS-JUNE									
NAME	J., F.	TRUOKA	DATE RESDERED	RBMARKS					
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The daily and weekly subscription accounts, subscribers wanted, etc., are kept on similar cards.