

THE VALUE OF A PRESS TICKET.

BY HARRY BRAGG, MONTREAL.

WHAT is the good of belonging to a Press Association, especially when you can get privileges as you want them without being a member? Such is a frequent question, and it may always be answered in a general way by claiming that every member of the Fourth Estate should support an association formed for furthering the interests of his profession. This had been my own reason for belonging to the Province of Quebec Press Association, and I must confess that I do not remember having had to use it to the extent of saving the price of the annual fee, during the years I belonged to it. But last year, when on a trip to the Pacific Coast in connection with the A. O. U. W., I, for the first time, found considerable value in the little ticket. Owing to the terrible washouts that were so fearful in destructiveness, our special train was sent round by Colorado Springs, and on arriving there it was found that the lines, that were supposed to be perfect, were all washed away. The train was laid over for an indefinite time, and our party walked to the town to get breakfast. The "Antlers Hotel," a fine specimen of Elizabethan architecture, in magnificent grounds, was selected, and we all enjoyed a sumptuous meal. When at the office desk, I determined to try the potency of my

Quebec Press ticket, and it proved valuable; the bills laid down on the counter were politely handed back "with the proprietor's compliments."

Again, at Salt Lake City, at the "Templeton," a fine house just opposite the Mormon Temple and Brigham Young's grounds, I passed my card with the little ticket, and received from a genial proprietor a line on the back of his card to present at the office. On handing this to the clerk and asking him what it was worth, he replied with fervor: "Anything in the house!" I did not claim its full value, lest any other member, following in my footsteps, should suffer, but contented myself with a small portion of the face value.

Once more, not to multiply examples, in the city of Portland, Oregon, at the magnificent "Portland", I found the little card of value, and the bill for the stay there reduced so as to pay more than once for the small subscription.

The moral of this is, that it pays to be a member of the Press Association. Every member of the Press should always be a member of some Press Association. Beyond the pecuniary benefits there ought to be sufficient spirit to make these associations include everyone for whose benefit they are got up.



WHAT DOES YOUR SPACE COST YOU?

BY J. H. THOMPSON, POST, THOROLD.



HOW many rural publishers have figured out the answer to this question? And how many ever asked themselves the other question: "How much more does my space cost me than the general foreign advertiser is willing to pay for it?"

Without going into details as to figures, I find my space costs me three cents per inch per week. A recent writer in *Newspaperdom* figures it at eight cents, but he reckons on setting up and running an office for newspaper work only, while I figure on news and job office combined, deducting from the total the expenses, approximately, belonging to the job department. The conclusion reached is low, rather than high, a doubt in favor of the enemy in the argument I wish to clinch.

My local scale runs from 5 to 15c. per inch, according to time and space occupied. In dealing with foreign advertisers, which means chiefly the advertising agents, I recognise what many publishers will not admit, viz., that advertising is not worth to the foreign advertiser what it is to the local business man, on whom the paper must mostly depend for support, and that the publisher cannot reasonably charge local rates to outside advertisers. This position will be challenged, but I am prepared to defend the philosophy of it if required. At present it is another point that is to be made. Allowing that 3c. per inch is the correct first cost of space, the question that naturally follows is: "What should we get for it?" It is an axiom that for job composition the printer must get at least double the

actual cost to be on the safe side and able to pay all his visible and invisible expenses from the income of the office. Why not apply the same axiom to contract advertising? For transients we expect and easily get an infinitely higher rate. Then 6c. per inch would be the minimum, and that is where my published scale begins, though during the depression I have been practically starting, as said, at 5c. As my field is limited, and both sides have always been home printed, latterly there has been fully as much space as could be filled, and many and spicy have been the tilts with agents in the negotiations for foreign orders. Applications for space are not wanting, and many of them reveal a condition of affairs existing in the trade which prompts the question heading this article. It is very evident that many publishers do not know what their space costs them, or agents would not have the monumental assurance to offer some of the figures that I have refused. Your space is precious, and the chapter could easily be made too long, so I must condense.

With space to spare, I move generally on the basis that I must realize from a foreign ad. half net of the local rate, and it is simply surprising how many agents and first parties either will not or cannot pay this proportion. The notorious cigar offer went direct to the waste basket, the senders kindly intimating that correspondence concerning a cash offer would be useless, which saved a postcard. But that cigar ad. appeared in several exchanges. Another privateer enclosed a \$1 bill, for the insertion of four three-line locals for one year, hoping to catch by the bait of cash in-advance. I deducted 5c. from the dollar, paid 2c. for a 95c. money order, and returned it to him with the