

FOREIGN ADVERTISING AND THE WEEKLY.

John H. Thompson in Newspaperdom.

OVER a year ago I adopted the one-rate system, and applied it to local and foreign advertisers alike. Some who approved my course expressed the opinion that I would not lose all the foreign advertising. I thought I would, and laid my plans to do without it, having found, after fifteen years' experience, that it was actually a source of loss, instead of profit. And I have done without it, and survived without it. Moreover, I would not go back to the old order of things for any consideration.

For a time I spent considerable vitality discussing the matter, trying to show the wisdom of the course, etc., all the while with an undercurrent of conviction that it was not worth while bothering about, for when the foreign advertising was at its best it seldom amounted to more than \$100 per year, and for that a world of trouble had to be gone through in the way of keeping track of contracts, positions, electros, changes, and heaven only knows what not. At the time I quit it, the whole thing amounted to exactly \$120 per year, and of that I retained the "Pink Pills" reading matter, which was about half of the whole, as they paid my rate, and I have never had any trouble with them. How many country papers find their foreign advertising amounts to more than this?

Mr. Bates, in a recent Newspaperdom, put into words that undercurrent I spoke of, when he said the country publisher had better "throw foreign advertising to the winds," and look after his local advertisers. That is exactly what I did, and I marvel that hundreds of others do not do the same. I have had letters from all over the continent, asking for my secret of how to do without the foreign advertiser. All I can say in reply is: "Do without him."

I send you this mail the last issue of my paper, to show you a country weekly free from quacks, free from everything that the purest boy may not read to the purest mother, and ask her to explain all about it.

I enclose the rate-card I am using. It is not a "Chinese puzzle" to me. It may be at first sight to a stranger, but, like that puzzle, there is an easy way out. It starts at 25 cents for one inch, one week, and decreases one cent per inch as the space is increased, and also one cent per inch per week, until the quarterly rate is struck. Note the line "We have no best rates." The reply to all applicants for "best rates" is a copy of the card with that line marked, also the price of his ad. marked in the table.

It took me some time to grow the spirit of independence required to adhere to the rate, but it came, and was also an assistance to a needed firmness in declining questionable ads. because of their character, aside from the rate offered.

MCKINLEY'S PRIVATE SECRETARY.

The private secretary of President-elect McKinley, James Boyle, spent a number of years in Canada. He came to Toronto from England and worked at the case for J. S. Williams, who published The Ontario Workman. He learned shorthand and became a reporter on The Mail when Mr. T. C. Patteson was manager. He joined Messrs. Horton & Richardson in starting Hansard, but when it was taken over by Parliament he was not placed on the official staff. Afterwards he went to the States, was on the staff of The St. Louis Globe-Democrat, and then on The Cincinnati Commercial Gazette. He became the private secretary of Mr. McKinley when the latter was elected Governor of Ohio.

CHANGING WEEKLY ADS.

"It is not always easy," said a weekly publisher to PRINTER AND PUBLISHER the other day, "to have the advertiser change his copy as often as you would like him to. Some merchants think more of keeping their names in print than the reading matter of the ad itself. When I bought out my present paper I determined to make a specialty of bright ads. so that 'spring

sales' would not be appearing in October, or presents for Christmas in June. But in some cases it wouldn't go. I tried to point out, with tact the value of new ads., but the merchant would say: 'Oh, yes, my ad. is out of date, just withdraw it altogether, until we come to some new arrangement.' Of course, I didn't withdraw and

ADVERTISING TARIFF, THOROLD (ONT.) POST-WEEKLY.

SPACE	1 w.	2 w.	3 w.	4 w.	5 w.	6 w.	7 w.	8 w.	3 m.	6 m.	1 yr.	
1 inch	25	8	69	88	1 05	1 20	1 33	1 44	2 90	3 50	6 00	<p>These rates to be confined to commercial advertisements only. The only reduction is for cash in advance on orders for two months amounting to \$5 or over, when 10 per cent. discount will be given. Ten per cent. extra is charged for choice of position, which is subject to the approval of the publisher.</p> <p>Professional cards, limited to 6 lines, \$1 per year.</p> <p>Local reading notices 5c. a line per week; minimum 25c. to regular advertisers, and 50c. to transients.</p> <p>Advertisements without specific instructions inserted until forbid, and charged accordingly.</p> <p>We have no "best rates."</p>
2 "	48	12	1 32	1 68	2 03	2 28	2 52	2 72	3 00	3 50	9 00	
3 "	63	1 33	1 89	2 10	2 85	3 21	3 57	3 84	3 90	7 02	12 50	
4 "	88	1 68	2 10	3 01	3 60	4 08	4 48	4 80	5 20	9 36	16 64	
5 "	1 05	2 00	2 85	3 60	4 23	4 83	5 25	5 69	6 50	11 70	20 80	
6 "	1 20	2 23	3 21	4 08	4 80	5 40	5 85	6 24	7 02	12 48	21 84	
7 "	1 33	2 52	3 57	4 48	5 25	5 88	6 37	6 72	8 19	14 56	25 48	
8 "	1 44	2 72	3 84	4 80	5 60	6 21	6 72	7 04	9 36	16 64	29 12	
9 "	1 53	2 88	4 05	5 24	5 85	6 48	6 93	7 20	10 53	18 72	32 76	
10 "	1 60	3 00	4 20	5 25	6 00	6 60	7 00	7 20	11 70	20 80	36 20	
11 "	1 65	3 08	4 29	5 28	6 05	6 69	7 10	7 80	12 87	22 88	40 04	
22 "	3 08	5 72	7 92	9 68	11 00	11 88	12 32	13 08	22 83	40 01	68 61	

didn't bother him again. The trouble with men like this is that they don't know how to write an ad. and hate to be troubled about it."

NEW POSTAL REGULATION.

THE Post-office Department has decided upon a certain line of policy which is of great interest to newspaper publishers. Under the law as it exists to-day newspapers are carried free "to subscribers." A dispute often arises between a newspaper publisher and a party to whom he may be sending his paper regularly as to whether the latter is or is not a subscriber. Many such individuals receive newspapers regularly, and just as regularly decline to accept them. For some time past the mails have been encumbered with newspapers which alleged subscribers have refused to accept, and the department has now determined to adopt a rule whereby newspaper publishers will be kept strictly to the law. Thus, when a man refuses to be classed as a subscriber, and declines to accept a newspaper sent to him through the mails, the Post-office Department will call upon the publisher to pay the cost of transmission of such papers through the mails at the rate of 1c. per copy.