

but done by the regular theatrical man, and minor notes of the theatres. The literary and the art criticism are not a regular feature, and appear periodically after the dramatic article. Then comes a column or so devoted to the Bourse, in which financial matters, for some reason not discernible to an Anglo-Saxon, are treated with a certain degree of facetiousness. The lower third of this page is devoted to stock and bond quotations, which are very complete, because nearly all French people, no matter what their station, are investors. Last, but by no means least, come two columns or so devoted to sports. This means, principally, horse-racing and bicycling.

The advertising in a French paper is not profitable. As a rule it does not take up one-fourth of one of its pages. It is not the custom to advertise. Aside from the posters and handbills pasted on dead walls, nearly all the advertising is done in a small pamphlet called the *Journal des Petites Affiches*, which one consults in the cafes. The paternalism of the Government, too, supplies the place of advertising. It not only sells you matches and cigars and lends you money on your watch, but it takes you under its wing when you want a servant or a midwife, and has lists of almost everything that you can need, which lists you can consult free of charge. Then, there is a great deal of free advertising done by the newspapers in the way of puffs. If one has not the influence to procure a puff it is notorious that the financial and theatrical columns of all the papers but two or three are open to anybody at a fixed price. Puffs in other parts of the paper cost from \$3 to \$8 a line, in all except *The Petit Journal* which is more virtuous and charges \$20. For this price the papers will say anything you want them to say, so long as it is not contrary to law. For ordinary advertising, printed as such, the rate varies from 20c. a line in the papers of small circulation to \$1.20 in *The Figaro*, *The Petit Journal* and a few others.

The cost of producing the Paris paper is much larger than its printed appearance would seem to warrant. The reporters get from \$40 to \$100 a month, the editorial writers from \$200 to \$500. The cost of the telegraph service is small, and nearly all the expense is in the actual printing. *The Petit Journal*, for instance, gives its yearly expense account as follows:

Editorial staff and telegraph tolls	\$80,000
Typesetting	25,000
Stereotyping	15,000
Paper	440,000
Presswork	24,000
Ink, oil, fuel, etc.	16,000
Total	\$600,000

As these figures are for 1,100,000 copies, the cost of the average French newspaper, which circulates not more than 25,000, would be about \$14,000.

PRICE FOR FOREIGN ADVERTISING.

I consider foreign advertising undesirable, even at the rate the home advertiser pays, because it requires too much trouble to meet the exacting conditions and keep track of insertions. In other words, the general advertiser who spends \$20 a year in a weekly paper costs the office more to look after than does the local man who spends twice that much a month. My idea is that every publisher should charge

the foreign man the same rate for the same amount of space that the home merchant is charged, with the addition that the former should pay from 10 to 50 per cent. extra for the position he demands, if the paper grants position at all. All card rates should charge for run of paper, and positions granted should be charged extra. Reading matter ads. should be charged at the same rate that a local merchant would be charged for the same number of lines, and not given to the foreign advertiser at display rates. If an advertiser wants display, let him pay for display, and if he wants readers, let him pay for reading notices.—Harry U. Tibbens, Connellsville.

RAILWAYS AND NEWSPAPERS.

It appears that the new management of the Delaware, Lackawanna and Western railway have a sensible idea of their relation with the press. The *Windsor Record* says the following order was recently given to the chief clerk:

"Communicate at once by telephone with every newspaper in New York. Tell them we had a bad accident at Patterson, and that, while it reflects seriously on us, we do not care to have it made worse by ignorant misrepresentation and guesswork. Ask them to send reporters—the more the better—to Patterson right away, and tell them that if it is not possible for their men to reach Hoboken in time for our last train at 9.30 o'clock, we will find some way to get them out there. In the meantime, give all inquirers all the information that comes into your possession."

These instructions, continues *The Record*, were carried out to the letter. Later, at the scene of the disaster, the officers of the railroad devoted as much time as could properly be spared from the care of the injured in making clear all the details of the accident.

Things are different in Canada. Instructions have been issued to railway officials to suppress all information from newspaper reporters, and, as the railways control the telegraph lines along their roads, they are able to do this for a time. The newspapers are bound to publish some account and desire to give only the facts, but, when the railways themselves do everything they can to conceal the facts, it is not surprising that exaggerated and often incorrect reports are published. Railway officials seem to forget that persons on trains when accidents occur have friends who are anxious for the news and have a right to it.

The actions of the railways at such times stir up ill-will among newspapers, and a great deal more prominence is given to accidents than there would be if the bare facts were furnished promptly. Railroads must recognize that, in these days, the newspaper is the medium through which people look for accounts of railway accidents, and it is a duty railway officials owe to the representatives of newspapers to supply that news as promptly and accurately as possible. When this information is refused or kept back the persons responsible should be brought up with a round turn.

Printers should look at the New Year's gift offered them on page 8 of this issue.