

who wants to do a good business in these days. But the tendency to dodge it already exists, and too cheap postage might accelerate the movement. There may be something in the argument, and it is worth considering whether we, as publishers, should be generous, and support the reduction of postage in Canada from 3 to 2 cents, or consult our own interests and oppose any reduction. Hitherto, unlike the legal and medical professions, who got special privileges, we have always thought of ourselves last.

#### ILLEGITIMATE PUBLICATIONS.

Can anyone wonder that there is a deficit in the Postoffice Department when we consider the tons of advertising matter carried free by the country? Not very long ago a secret society, with a membership of 40,000, had to send out a postal card to each member each month. Now they use a larger postal card, fold it once and call it a newspaper. It goes through the mails free. Net loss to the country, \$4,800 a year on this one item alone.

#### ITS HONORABLE LIST.

A list of presidents of the Ottawa Press Gallery, since 1869, was given at the close of an excellent illustrated article on the Gallery by J. E. Atkinson in The Toronto Globe, of June 8th. The list is as follows:

- 1869. E. G. Penny, Montreal Herald.
- 1870. Douglas Brymner, Montreal Herald.
- 1871. Thomas White, Montreal Gazette.
- 1872. Thomas White, Montreal Gazette.
- 1873. Thomas White, Montreal Gazette.
- 1874. Thomas White, Montreal Gazette.
- 1875. Thomas White, Montreal Gazette.
- 1876. Thomas White, Montreal Gazette.
- 1877. Thomas White, Montreal Gazette.
- 1878. Thomas White, Montreal Gazette.
- 1879. C. H. Macintosh, Ottawa Citizen.
- 1880. G. B. Bradley, Toronto Mail.
- 1881. J. E. B. McCreedy, St. John Telegraph.
- 1882. Carroll Ryan, Ottawa Press.
- 1883. George Johnson, Toronto Mail.
- 1884. R. S. White, Montreal Gazette.
- 1885. Arch. McNee, Winnipeg Free Press.
- 1886. A. C. Campbell, Toronto Globe.
- 1887. Arthur F. Wallis, Toronto Mail.
- 1888. Molyneux St. John, Montreal Herald.
- 1889. James Johnson, Ottawa Citizen.
- 1890. J. S. Willison, Toronto Globe.
- 1891. L. P. Kribs, Toronto Empire.
- 1892. Thomas P. Gorman, Ottawa Free Press.
- 1893. Frederick Cook, Toronto Empire.
- 1894. A. J. Magurn, Toronto Globe.
- 1895. R. M. MacLeod, Ottawa Citizen.

#### SPACE CONTRACTS.

The Montreal Herald once had the same trouble about large space contracts which most daily newspapers have. That is, the advertiser takes a page or a half-page when the paper is most crowded with news or other matter, and at other

seasons does not use any of his space at all. It is this kind of thing which turns publishers' hair grey, and has even been known (N.B., on rare occasions) to make the editor swear. The Herald grappled with the monster, and now the advertiser who wants the minimum rate for a year on a space contract must agree to insert at least 20 lines a day, and as much more than that, of course, as he pleases. In order to encourage him to do this, The Herald keeps a writer of advertisements whose services are available for those who exceed the 20 lines daily. As the writer gets a commission on the extra space used, it will be seen that his interests lie in tickling the advertiser into a larger space humor. And The Herald says the plan works well.

#### ADVERTISING RATES.

**F**EW publishers have a clearly cut and thoroughly proportioned card of rates. To prepare such a thing requires much thought and considerable arithmetic. Like modelling a piece of statuary, it requires to be built so that no part is correspondingly larger than any other.

The card printed down one side of the letter head of The Kingston News is appended. Mr. Shannon has bestowed considerable attention and labor on its production, and it is a worthy model.

Here it is:

#### ADVERTISING RATES

MEASURED NONPAREIL 12 LINES 1 INCH.

##### TRANSIENT ADVERTISING.

NOT OF A MERCANTILE CHARACTER.

	Per line.
First insertion.....	\$0.10
Each subsequent insertion.....	0.05
Each sub. ins., three a week.....	0.06
Each sub. ins., two a week.....	0.08
Each sub. ins., one a week.....	0.10
Locals 15 cents per line each insertion.	

##### BUSINESS ADVERTISING.

First insertion.....	\$0.05
Each subsequent insertion.....	0.02
Each sub. ins., three a week.....	0.03
"    "    two    ".....	0.04
"    "    one    ".....	0.05
Locals 10 cents per line each insertion.	

No charge made for less than 25 cents on either transient or contract advertising.

Births, marriages and deaths 50 cts. each insertion.

Wants, losts, founds, to lets, for sales, 25 cts.; three or four insertions 75 cents; five or six insertions \$1.00; over 25 words 1 ct. per word each insertion.

Business or professional cards not to exceed three lines, in Daily or Semi-Weekly, \$5.00 a year, payable in advance.

##### CONTRACT (DISPLAY) RATES.

FOR DAILY.				
	Daily 3 a W.	2 a W.	1 a W.	
1 month.....	\$0.30	\$0.20	\$0.15	\$0.10
2 ".....	0.45	0.30	0.25	0.15
3 ".....	0.60	0.40	0.30	0.20
6 ".....	0.90	0.60	0.45	0.30
12 ".....	1.50	1.00	0.75	0.50
Extra space 1 cent a line.				

FOR SEMI-WEEKLY.				
	2 a W.	1 a W.		
1 month per line.....	\$0.30	\$0.20		
2 ".....	0.45	0.30		
3 ".....	0.60	0.40		
6 ".....	0.90	0.60		
12 ".....	1.50	1.00		
Extra space pro rata.				

##### SPECIAL POSITION.

Apart from other advertisement, 100 per cent. extra. Top or bottom of column or next reading, 15 per cent. extra. Top or bottom of column next reading, 20 per cent. extra. Special page, 25 per cent. extra.

##### SPACE DISCOUNTS.

50-75 lines, 10 per cent.; 80-110 lines 15 per cent.; 115-150 lines, 20 per cent.; 160-200 lines, 25 per cent.; 210-250 lines, 30 per cent.; 260 lines and upwards, 33½ per cent.

##### LINE DISPLAY CONTRACTS.

To be used within a year.

1,000 lines.....	\$20.00 or 2 cts. per line
2,000 ".....	35.00 " 1½ " " "
3,000 ".....	45.00 " 1½ " " "
4,000 ".....	55.00 " 1½ " " "
5,000 ".....	65.00 " 1½ " " "

Special line Contract for 10,000 or more lines, 1 cent per line.

Not less than 100 lines to be used at any one time.

Lines used in the Semi-Weekly count double.

##### LOCALS.

Only one change per week allowed.

Three times display rates.

##### LINE (LOCAL) CONTRACTS.

1,000 lines, one year.....	\$50.00
1,000 " six months.....	48.00
1,000 " three months.....	45.00
1,000 " one month.....	40.00
Lines used in the Semi-Weekly count double.	