

ously some months ago, and is believed to be dead. The facts of Mr. Anslow, are recited by Mr. J. J. Anslow, who lost his printing office—The Hants Journal—in the disastrous Windsor, N.S., fire. The late Mr. Anslow was an Englishman, who came to Canada in 1855 with his parents, and was apprenticed to the printing business in The Chatham, N.B., Gleaner office. Afterwards he and his brother started a job office in Newcastle. In 1867 The Advocate was started, and has flourished ever since. Mr. Anslow supported the Conservative party, but in future Mr. J. J. Anslow says (if he had any voice in the matter) "it would be independent, able to speak of men and questions as they really are from a non-party standpoint, and if politicians desire at any time to use its space for campaign purposes, let them do so over their own names, and pay for it as advertising matter, which it really is, just the same as do the merchants who use a certain amount of space to reach the purchasing public. It is all very well for the daily papers loudly and enthusiastically to espouse the cause of any political party, for which they are often generously paid, but we believe the true sphere of the country newspaper is one of independence, devoting its usefulness to the upbuilding and advancement of the localities in which it circulates, and striving to enhance the best interests of all from a mercantile and social standpoint. We know this theory may not be acceptable to many persons of the ultra-partisan stripe, but we have proved it by actual experience to be more profitable to the publisher, and more conducive to good feeling among the different classes in the community than a rabid political course, which frequently alienates those who might wish to show their good will towards an independent paper, even though its publisher might differ from them personally on political questions, but who would be free to vote according to his convictions without giving any offence. A local paper should be conducted purely on business principles, which cannot be done if a large amount of its space is given up to politicians without remuneration."

The Georgetown (Ont.) Herald's job room turned out lately a handsomely printed poster of the approaching firemen's ball. The poster was on cardboard and printed in colors, with a gilt border round a portrait of the Queen. It is a fine piece of work.

A WHACK AT FOREIGN ADVERTISING.

ADVICE TO THE PUBLISHER IN A SMALL FIELD TO CULTIVATE HIS OWN DISTRICT.

From Newspaperdom.

A RECENT communication from F. M. Johnson, of The Lowell (Mich.) Ledger, calls forth some plain-spoken words from Charles Austin Bates in his Criticisms for November. Mr. Bates talks to country publishers from the standpoint of a country publisher, and he puts very plainly and forcibly Newspaperdom's reiterated advice to country publishers to court the local advertiser and shun the general advertiser.

There are probably half a dozen world-wide advertisers who spend from a half million to a million dollars a year in advertising, and try to reach every one of the 65,000,000 people in the United States, and who make contracts for a period of three or four years in advance, who think that they profit on the advertisements they insert in newspapers of less than one thousand circulation, says Mr. Bates. There is nothing in this for

the proprietor of a country newspaper of less than one thousand circulation to get excited about. The field of the little local newspaper of this class lies right at home. The proprietor of such a paper who gets excited over the assertion that his paper, at living rates for him, is not a good medium for the general advertiser, does not know his own business. I have, in my day, been the proprietor and editor of a paper of less than one thousand circulation, and I know exactly what I am talking about. It is not half so much to the interest of the general advertiser to keep out of these little local newspapers, as it is to the interest of the owners of the papers to keep these general advertisers out.

Nearly every time one of these country editors accepts the contract of a general advertiser he loses money. If F. M. Johnson, of The Lowell (Mich.) Ledger, will for a period of one year keep an honest account of all that it costs him to run the advertisement of a general advertiser, at the end of that year he will find that he is money out of pocket. In keeping this account, he should keep an accurate account of the cost of composition; of the cost of re-insertions; of the expenditure for postage in writing letters to the general advertiser; of the time taken up in carrying on long correspondence about wrong insertions and re-insertions; of the fact that the general advertiser's advertisement gets the best position in his paper, to the exclusion of the local advertiser, who pays him, or should pay him, a fair rate; and of a multitude of similar items of loss and expense. At the end of the year, when he figures up this account, if it be honestly kept, he will find out that he has lost money, and nine times out of ten the general advertiser, if he kept a similar account, would find at the end of the year that he, also, had lost money.

The field of the village newspaper is right at home. Scattered here and there all over this country there are village newspaper men who have grasped this truth, and are making good, big incomes, and prospering without the aid of the general advertiser, while their less shrewd brothers are wasting their time in bunting their heads against a dead wall of indisputable facts.

Every time the village newspaper man writes a letter to a general advertiser he loses two cents in postage and a dollar's worth of time that he might put in profitably booming his circulation or educating his local advertisers.

The same village editor who howls because somebody says that a circulation of less than one thousand is not worth the cost of composition to the general advertiser will kick like an army mule because his best local advertiser wants his advertisement reset for every issue.

I admire—in fact, I sometimes envy—the village editor who has grasped the true solution to this problem, and is building up his local advertising and circulation and becoming more and more prosperous.

The thing for the village editor to do is to get up a rate card for general advertisers that will surely give him a fair profit on his space. Then he should send this rate card to each general advertiser and each agent, to be placed on file. After doing that he should not bother his head another minute about the general advertiser. And if a general advertiser or agent writes to him and makes some proposition at less figures than those on the rate card, he should simply throw the letter in the wastebasket and go out and talk business to local advertisers.