

Dexter Folder Co.

WRITE FOR CATALOGUES
AND PRICES.

PAPER FOLDING AND FEEDING MACHINES

Branches—

CHICAGO—315 Dearborn St.
BOSTON—149 Congress St.
FACTORY—Pearl River, N.Y.

Main Office :: 97 ::
Rozzo Street, New York

lisher generally bestows upon it. The local ads. are in many offices apparently looked upon as so much furniture, and are allowed to run without change until the type wears out. Many merchants take just as much interest in their advertisements as the publisher does. That is, if a publisher is content to permit an ad. to run unchanged from year to year, knowing that the merchant thinks it does him no good, and is inserted only to help the paper along at so much per month, and in the similitude of a donation, he is not conducting his paper in such a way as to secure and ensure continued success, and the advertiser doesn't usually concern himself much whether he does or not. The publisher should make it his business to insist on regular changes of such ads. as those of dry goods stores and others carrying articles of general necessity involving change of style and taste, so that the advertisement will be a live medium conveying fresh information, presenting special articles and offering inducements for trade. The interest and attention of the people is thus obtained in matters which affect their pocket, and the ad. is thereby made of value to the merchant, instead of being looked upon as an evidence of his charitable nature. And, moreover, it will have the effect of creating advertising competition; for one merchant in the same business as another will vie with him in displaying his bargains, leading as a result to increased space and larger compensation. Many a country store has had lines of its stock become shelf-worn and antiquated because of the apathy of the local newspaperman and the merchant's unenlightened views of the possibilities of judicious advertising.

Those publishers of weekly newspapers who have been so magnanimous as to accept every patent medicine ad. that came along, with its special position, numerous changes and stipulations, as well as the business-men subscribers of such sheets, have every week or less frequently, according to contract, an object lesson presented to them as to the estimation in which the necessity of change is held by the most successful advertisers of the east. And it is an object lesson which costs the local merchant considerably less than the obliging publisher. But, strange to say, the moral it carries is generally without effect. While foreign advertising at offered rates, if accepted, is an acknowledgment of the meagre value of its space, the paper which publishes it should present to the publisher a few ideas as to the profitable conduct of his advertising columns for the benefit of his local clientele as well as himself. But he cannot afford to act upon them at the rates he receives, and although the value of live advertising to the advertisers may be gauged by him at just the price it costs, he knows that such advertisers want full value for what they pay for, and, therefore, the methods prescribed must be believed by them to be the best. If such be the case, he should surely extend the same privileges to his local patrons, and it is his duty to do so as well, especially as the rates he receives are greater. The indiscriminate acceptance of foreign advertising, however, is of itself of no value as a factor in making a weekly newspaper

pay, and no difference in price should be made between patent medicine or other eastern advertising and that at home, space and term of contract considered. Advertising rates should be regulated according to space, time and position, and adhered to just as much as is the subscription price.

When once a weekly newspaper is established on the principles outlined—and I doubt not that they formed the basic structure upon which the major number of the papers of the state were begun—there does not seem to be any reason why it should not pay. And the fact that they do pay is attested by their longevity and healthy, sparkling appearance. But newspapers, like other businesses, are not without the influences of competition, and "the esteemed contemporary" has sometimes been the rock on which many a fair journalistic craft has been wrecked. The one has overlooked the extent of the available patronage and has endeavored to outdo the other in ill-considered enterprise, so that with increased expense and diminished support it has failed to make it pay. And the "esteemed contemporary" has been also the object of such vituperative abuse that its assailant alone has suffered from the infliction. These are policies that do not make a paper pay, although newspaper quarrels at times are not without their compensation in some respects.

The mechanical department of the average weekly should be gauged by the support accorded. That is, the amount of composition should not necessitate more help than can be paid for at a pro rata with other expense, leaving a fair margin of profit on the investment. Nor is it advisable to embellish the plant with the products of the type foundry at every opportunity. Money invested in material, beyond the actual needs of business, and the inception of improvements not justified by the income and outlook, are as much to be avoided as is the overstocking of goods in a mercantile establishment. Idle material is a needless expense.

I do not mean by this that it is improvident to keep improving a newspaper. A newspaper, to be progressive must keep improving, but one cannot expect to profitably conduct a magazine in a fly-leaf town, no matter how cultured and intelligent the people may be.

OUR WAY POINTED OUT FOR US.

Kingston Whig.

The Toronto journalistic trade journal reads lessons upon conducting newspapers to men who have made the work a life-long study and occupation, and have achieved success. Supposing it should do something more useful and effective; for instance, call down the publishers who cut rates down to the old clothes and onion line, or discourage those who nurture advertising agents who are destroying business independence by practical boycotting. Some are endeavoring to cut the life out of the the best journals, because they cannot wield them like putty.