

required, therefore, a method which shall abbreviate labor, which shall keep the account in a form to be instantly available for the purposes of examination, for billing, for addressing, and for each of several other possible requirements.

The first plan for caring for subscription accounts that perhaps occurs to the beginner in newspaper work is a book in which, upon some arrangement, either alphabetical, geographical or a combination of

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Form from a Type Subscription List

both of these, the names shall be entered with notation of date of payment and expiration of subscription. From these names so arranged the wrappers are addressed from time to time, and from the names in turn bills are sent on appropriate dates corresponding to expirations. The book, however, becomes entirely inadequate when the list reaches a few thousand names, and is utterly out of the race when so many as 10,000 or 20,000 names are to be recorded. With daily papers and weekly papers subscription accounts are very frequently kept in the shape of standing type, the names, addresses and also the time of expiration of subscription, being indicated. Impressions from this printed account are taken from time to time, and by means of mailing machines they are cut into pieces and pasted in place upon the wrappers, or upon the face of the copies of the paper, and thus combine in smallest compass a method of addressing and a method of accounting, at the same time keeping before the reader a statement of his account. This plan, however, has its limitations, because the expense of keeping type standing is comparatively heavy, and the labor necessary for making corrections and alterations is likewise a considerable item. The system seems to break down when monthly periodicals are considered, the rule with which is to stop sending at the end of the period for which payment has been made, and therefore it will be found in practice that a large proportion of all the monthlies published in the country go out in wrappers addressed by hand or under addresses prepared by some other plan than that above described. In whatever way the wrappers are to be addressed, the accountant is forced to consider the question of a record in some shape or form of each subscription, and a delivery of papers to the subscriber. The record of delivery as usually managed is very generally omitted, the assumption being that every person who is entitled to a copy of the paper has got it, unless a representation is made to the contrary, and that the delivery of the extra copies that are sometimes supplied upon complaint causes less

loss to the publisher than the expense of keeping the account in a different form. And yet some publishers have gone so far as to establish plans by which the addressing of each lot of monthly wrappers is accompanied by checking against the individual names on the list. To this end card indexes are sometimes provided, the individual cards being properly ruled to receive the name and address of the subscriber, date of payment of subscription and date of expiration, and then follow columns representing the different issues which are to be supplied under the subscription, ready to receive check marks as the wrappers are addressed. The columns are sometimes made of some considerable depth, so as to admit of renewals and extensions of subscription on the one card, the different years being allotted to different lines, and then as the wrappers are addressed check-marks are put in at proper places, thus keeping track of what has been actually sent.—A. O. Kittredge. *Business.*

THE PAPER TRADE

DURING the past month the prices of papers of all kinds have been well maintained; and the understanding among the manufacturers has been well sustained and faithfully preserved. This is the boast of all the paper men, and all are greatly pleased thereat. But right here it may be mentioned, that fairly large contracts for printing papers have been closed very lately in this city, at lower prices than ruled a month ago. These may be exceptions, but their mere existence shows that prices are slightly easier in reality, whatever they may be nominally. In writing papers, the tendency of prices, on the contrary, is upwards. Higher quotations have been given and accepted.

One prominent feature of the market is the fact that the importations from the United States have fallen off very materially during the past six months. The higher class American prints are being displaced by domestic papers, which exhibit a marked improvement in quality and surface finish. It is only for exceptional work that it is found necessary to send outside the country for the paper. This is due no doubt to the improved machinery set up by the leading mills, and their enterprise will undoubtedly benefit them very considerably.

Mrs. MULCAHEY.—“Sure there was a man found dead down in the alley way, wid nothin’ but a cake of skin soap in his pocket, the poor cratur’.”

Mrs. McDonigh.—“Och, thin sphare yer pity Mrs. Mulcahey. I’ll bet yez the man was lured to die wid it in his pocket jes to advertise the soap.”
The Kings’ Jester.