

A good illustration is given in the support that is accorded by the village of Lanark, Ont., to *The Era*. This paper, though but little more than five years old, runs 14 columns of advertising. The paper deserves its success, as the other 10 columns printed in Lanark are full of bright, interesting local and district news, and the advertising and reading is well displayed and nicely printed. The four inside pages are patent inside.

BUSINESS CHANGES

W. D. Magee, printer, Oil Springs, Ont., has sold out to Bice & Bennett.

Wm. Wallace has sold *The Orangeville Advertiser* to J. F. Dodds and Kenneth McKay.

The Greenwood, B.C., Times Printing and Publishing Co. has been incorporated; capital \$25,000.

The plant, etc., of the estate of Charles Annand, publisher of *The Halifax Echo*, job printer, etc., Halifax, is advertised for sale by auction on December 6.

MANAGING A NEWSPAPER'S FINANCES.

C. F. Lehman, before the South and West Texas Press Association

THE financial end of a newspaper is like the business end of a mule—you must know how to go about it. Like our ship of state, a successful newspaper must be made up of several distinct compartments, each independent in itself, yet so constituted that in its operation its every movement has in view the best interests of the other. That makes a properly balanced newspaper. A paper may electrify the world with its brilliant editorials, yet without the proper material at the business desk, it can only end like the meteor—in a flash and a fall.

Years ago, like too many others of my brothers of the craft, I fell into the easy-going style of letting the business department work out its own salvation; but I soon found the error of my way. I learned that it did not pay to let your bills run from January to January, and then have an annual settlement with the big advertisers; I learned that it was poor business management to send the paper year in and year out to John Smith or Jim Jones whether they paid for it or not. I learned the whole secret in a nutshell—say "No!"

I adopted the monthly collection for city patrons, and found it the correct rule of business, where an actual spot cash business cannot be maintained. But it is in the subscription department that I was put on my wits. How to manage that was the question. I struck the keynote. On July 1, August 1 or September 1 of each year, I send every subscriber a very polite little circular asking him to call and see me; that I am not dunning him, but, being in a tight place and in need of funds, I would greatly appreciate it if he could find it convenient to part with a few cents of his wealth to help things along. The plan works admirably. The men come in and pay up with enthusiasm, and go away rejoicing. On January 1 of each year I cull out all those who have not paid for two years, and send them to a collecting agency. The result is highly satisfactory. I carry no deadheads on my subscription list, and, contrary to the old and oft-exploded theory, I make my subscription list pay.

I have long since educated my patrons up to the fact

that a newspaper is not a charitable institution, but as much of a business affair as the bank or the big mercantile houses. Buy your paper where you can get the best prices; pay cash as nearly as possible, and in all things be as independent as a bondholder. Adopt banking methods as much as possible in handling the office finances, and, above all, be sure to keep a correct finance ledger. Know your receipts and expenses every day, even if they do not exceed 40 cents.

TORONTO EMPLOYING PRINTERS.

The annual meeting of the Toronto Employing Printers' Association took place November 16 at the Queen's hotel. There was a good attendance, and Mr. Daniel Rose, the retiring president, occupied the chair. The following were elected officers for the ensuing year: Richard Southam, president; Daniel A. Rose, vice-president; Atwell Fleming, secretary; Albert Maccomb, treasurer. Executive Committee—A. F. Rutter, Albert E. Chatterson, J. B. Williams, J. T. Johnston, James Murray, F. H. Newton, R. G. McLean, Robert Milne, A. W. Thomas.

A vote of thanks was passed to Mr. Daniel Rose for his very efficient discharge of the duties of president during the year, and another cordial vote was tendered to Mr. J. T. Johnston for his services as chairman of the recent conferences relating to the new scales of wages. It was decided to hold the annual dinner at the National Club December 8.

A MODEL NEWSPAPER.

The Sun newspaper in Baltimore is a curiosity. It is 62 years old, and has never varied its business rules. The management reasons from the standpoint of absolute independent ownership. It will accept advertisements as a favor to the public. Never has an advertiser been able to secure a certain place in the paper. No money could buy this distinction. The place to be occupied is governed by the office and subject to its convenience in the make-up. Another thing, in the 62 years of its existence it has never broken a column rule. Double-column ads? Yes, but the column rule is always down the centre. No cuts are allowed and only contour or outline type is used. No commission is allowed any one for business secured. The office reasons that the advertiser must pay all the expenses of securing an insertion in *The Sun* newspaper, and this applies to the subscription as well as the advertising department. Street sales are really discouraged. Nor is any soliciting done. No one ever heard of *The Sun* asking a merchant for his ad., or to take the paper. And the charges are absolutely impartial. A single line costs so much. A whole page is paid for at the same rate. The subscription list was a curiosity to me, and the business manager pointed with pride to weekly dates. The patronage of the paper is enormous and the concern is a gold mine. The manager informed me that they owned a building a few squares away with an exact duplicate of the printing plant always kept ready in case of accident or fire. *The Sun* is unique in its individuality and independence. Its influence is paramount in Baltimore and in Maryland. It has been truly said that its name has come to be a synonym for reliability, integrity, and advanced, if conservative, methods.—Caxton Caveat.