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J. B. MACLEAN,  
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## CURRENT COMMENT.

FROM all accounts, the three morning papers in Toronto are making money. The Globe gets good rates, and Mr. Taylor is a shrewd, enterprising business manager. The World is also doing well, and The Mail and Empire's advertising returns during October totalled \$19,598, a very handsome figure. There is just room for three morning papers in Toronto, and no more. The Mail, when it bought out the Empire in February, 1895, for \$125,000 worth of stock, had the option, at the end of 18 months, of either buying back this stock for \$30,000 cash, or regularly incorporating The Empire shareholders in The Mail Co. A few days ago The Mail chose the first-named course, and bought out The Empire claim at the sum stipulated. The passing over of a \$30,000 cheque is no everyday event in Canadian publishing circles. The Mail and Empire is, therefore, once more owned by a private company, with Mr. Riordan as president and Mr. Douglas as general manager, and the bones of the old Empire, which have been above ground, as it were, since the amalgamation, are now finally consigned to the tomb. The Mail retains The Empire's name in its title, and the nominal advisory board on political matters continues to exist.

As an evidence of graceful tact we commend The Globe's reference to the re-incarnated Montreal Herald to sticklers on newspaper etiquette. The Herald was not praised at the expense of The Star, Witness and Gazette, but these excellent papers were all given due recognition.

The changes in The Herald are marked. Mr. Brierley and Mr. MacKay are perhaps at the root of the typographical improvement, while Mr. Atkinson's editorial skill is equally evident. Mr. John McLean has gone back to the news department, and Mr. Arthur Burns, who has been with The Ottawa Citizen for some months, has joined the editorial staff to write on dramatic, sporting and other subjects. These and other

changes constitute a strong staff. The banquets given at St. Thomas and Chatham to Messrs. Brierley and MacKay respectively, were public events, and indicate the high estimation in which they were held in the localities where they lived.

Newspaper men all over Canada will doubtless be glad to say a word for "The Khan's" poems, which are to be published in book form about Christmas by The Hamilton Spectator. "The Khan's" humor and pathos are expressed in sparkling verse, and his poems should be encouraged by his brethren throughout the country.

The Belleville Intelligencer is being incorporated, with Sir Mackenzie Dowell as the leading member of the company. It is thought that the paper will be conducted more or less under Sir Mackenzie's supervision, and will thus gain by being associated with the personality of so well-known a public man. Sir Mackenzie Dowell has many friends in the press, who will be glad to see him once again connected more closely with the printing business, of which, during a long life time, he has been an honored member.

Mr. Nichol, in The London News, has been rejoicing at the success of the daily press in Ontario towns. That is right. But we still look with favor upon the flourishing weekly which keeps off a daily edition as long as possible. There is great danger of overworking the daily idea, which should be only undertaken as a necessity.

A live weekly, covering the local news in a manner a city daily cannot emulate, may work up a great circulation. We know of one case where a weekly publisher has extended his circle of readers twenty-five miles round the place of publication, although in doing so he comes quite near a city with daily papers which rake the same neighborhood for readers. It is largely a matter of push, careful news-gathering and persistent canvassing—with, of course, a paper always up to the mark.

Some Liberals say the new Government is not giving out advertisements to its friends so lavishly as the late Government. If true, this is a good move. The Liberal papers got along very well for years without pap, and should be able to depend, as heretofore, upon their own energy and resources. The Conservative papers will now have to stand a term of lean years, and at the end will probably be none the worse for it.