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A DELIVERY SYSTEM.

MR. ANDREW PATTULLO of the Woodstock-Sentinel-Review is one of the progressive publishers of the Province. He is full of new ideas in business as well as in the editorial management of his journal. He has recently taken a step in connection with The Daily Sentinel-Review that will be of interest to other publishers. He was in Toronto the other day and gave his experience.

The business managers of all the small dailies have probably found the question of delivery and collection the most difficult one with which they have had to deal. Mr. Pattullo has been wrestling with this problem for some time, and now thinks that he has solved it. After years of experience and consultation with other newspaper men he came to the conclusion that while there might be differences in degree in the efficacy with which daily papers could be delivered and collections made, no system could be satisfactory unless it rested on a cash basis. A couple of months ago he announced that The Evening Sentinel-Review would in future be sold over the counter to carrier boys, who would collect subscriptions weekly from their patrons. The town was mapped out into routes, each boy being given about 40 subscribers. The boys pay at the rate of 1c. a copy and charge 8c. a week to their customers, or 2c. per copy on the street. Formerly the carriers received 50c. a week for delivering papers over routes containing, on an average, from 60 to 100 subscribers. The new departure Mr. Pattullo declares to be a success in every respect far beyond his expectations. It was expected there would be a large falling off in subscribers at first; but nothing of the kind has occurred. At the end of two months the subscription list is larger than it was and is steadily on the increase. There is almost universal satisfaction at the change. The carrier boys like the new system because they get more money for delivering fewer papers. They have no trouble whatever in making their collections every week. Subscribers may be willing to stave off or beat the publisher; but there are no dead-beats on the carrier boys' routes. Instead of 50c., carrier boys are now making from 75c. to \$1.50 per week. Every boy

is allowed to get subscribers or sell papers wherever he can. This makes the little fellows hustlers and interests their parents and friends in their success. It took a few weeks to train the boys in their work. An encouragement is given them by the offer of a number of prizes, which will be distributed among them at Christmas, including several suits of clothes, overcoats, skates, etc. Among other ways of interesting the people of the town in the new plan was the writing up of the newsboys. From the publisher's standpoint the following advantages are stated: It gives ready money every day of the week. For instance, a town circulation of 1,000 would bring in \$60 in cash each week from the newsboys. At some seasons of the year the same paper would not receive \$10 per week in collections, that is, at the seasons when money is most needed. It saves a vast amount of bookkeeping and office work. This item alone is worth several hundred dollars in any newspaper office. It does away with dead-beats and dead-heads. There are no losses. It saves the expense of a collector on the one hand and a canvasser on the other: the boys and their friends do the work of both. It increases the circulation instead of decreasing it. A plan which can be worked with success by Mr. Pattullo is worth the attention of publishers elsewhere. Readers of The Sentinel-Review must be surprised that a daily paper of its character can be kept up in a place the size of Woodstock—or, indeed, that a daily paper can be run there at all. It is interesting, therefore, to know on what system it can be done.

PROGRESS AND POVERTY IN PRINTING.

HENRY GEORGE has been the man who has done most to disseminate the idea that under existing social, economic and governmental conditions, poverty is necessarily a concomitant of progress. The North American continent is the place where Mr. George's theory is best exemplified, if it is exemplified at all. Great and startling progress in the means of producing and accumulating wealth has been made, and large fortunes in the possession of single individuals betoken the abundance of wealth. Yet with all the advantages for making money which the last half of the nineteenth century affords, no one can doubt that poverty has fully held its own. "The poor are with us everywhere." The question then arises, Do the same causes which are productive of "progress" also produce the "poverty?" This thinker says "yes," but many an abler scholar than he says "no."

In 1878 Canada was favored with a tariff which was intended to benefit all her manufacturing interests and bring about a set of circumstances which would enable her infantile industries to attain a higher degree of development than could otherwise be hoped for. They were to be protected from the chill blasts of foreign competition so thoroughly that the climate should be exceedingly balmy and dewy, and intensely productive of industrial growth. The scheme was a grand one, and in many cases what was expected happened. Many industries have been enlarged beyond expectation, and hundreds of workmen have found employment in new industries. Many a man has now \$500,000 where he once had \$500. Canada's industries have received such an impetus that they will go a long period with their accumulated momentum.

But all has not been happy. The tariff was framed by lawyers, not by economists or men of business. It needed a wiser man than the late Sir John A. Macdonald, sagacious as he was, to master all the intricacies and interlacings of the mechan-