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THE WEEKLY PRESS.

UNITY IS STRENGTH.

Much comment has been caused by an announcement that two Truro, N.S., papers had come to an understanding with one another as to rates of subscription, etc. In fact, so much was said, the two papers being on opposite sides in politics, that some people thought a hard and fast combination was being arranged. What has really been done is this: The Sun and Times-Guardian intend to turn their weeklies into tri-weeklies, but, by arrangement, will choose different days of the week for publication, The Sun appearing on Mondays, Wednesdays and Fridays, while The Times-Guardian will print on Tuesdays, Thursdays and Saturdays. Each paper will maintain its subscription rate at \$1, and those who subscribe for both papers will get a daily at \$2 a year. The publishers say that this is the extent of the understanding between them. They need not be explanatory or apologetic about it. It is a good arrangement, reflects credit upon the business sense of the two publishers and might be carried further without any loss of dignity or interest. In any town with two papers, one Liberal and the other Conservative, the closer and firmer the mutual understanding between them the better. To maintain advertising and subscription rates, to keep in touch regarding proposals

from agencies, and, in general, to maintain a friendly attitude in public ought to be the first duty of local publishers. They gain nothing by quarrels or ruinous competition.

WORKING UP CIRCULATION.

There was never a time when greater efforts were made to get circulation than now. Whether all the efforts made are worth the time and trouble, is an open question. Some of the plans followed are certainly good, and, in a general way, increase of circulation is a thing to be aimed at. But, if a publisher puts some of his surplus energy into making the paper better, it is probable the circulation will increase of itself. However, efforts are always in order, and Mr. Gardner, an Indiana publisher, has been giving to Newspaperdom his experience. He pushed his circulation on to 2,200 a week by cooperating with his advertisers. They paid him 50c. each for a year's subscription, and in their own names sent a circular to their customers announcing that they were subscribing at their own expense for the paper for a year. The merchants paid for the printing of the circulars and the envelopes, so that these new subscribers were acquired without cost to the publisher. It was found that 85 per cent. of the readers thus acquired remained on the list and became permanent subscribers after the period, during which they had been presented free with the paper, expired. If any publisher in Canada has tried this idea we wish he would report results, because it does not seem to be a very popular move in Canada, although it may have worked well in the United States. Does it not seem that the average Canadian would rather resent being presented with a free paper?

THE EDITORIAL PAGE.

It is wise for editors, while never neglecting editorial articles, not to have a fixed space each week for them which must be filled. Some weeks there may be three or four subjects which demand attention. Other weeks, perhaps only one or two subjects suggest themselves. Unless the editor has a bright and humorous style, which, in itself is an attraction to readers, he should only say something when he has something to say. Mr. Burke, one of the editors of The Philadelphia Public Ledger read a paper not long ago on this question to the Denver convention, and he protested strongly against editors encouraging the mistake of thinking that editorials are entitled to precedence over other matter. It is a mistake not often found in the Canadian weekly press. Still, sometimes, there is a wooden character about the editorials, which suggests that the editor did not care to go to press without some opinions and had