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Sec.-Treas.

THE WEEKLY PRESS.

AIDING LOCAL ADVERTISERS.

LOCAL ADVERTISING being the cream of the business, the effort made to nurse and maintain it is labor well spent. As a rule no permanent special policy in building up trade for local merchants is carried out. A great deal is often done for "the party," or a free notice of a magazine sent in exchange is allowed to take up much space. But the cause of the local merchants, who are the backbone of the advertising department, is allowed pretty much to make its own way. The Bowmanville Statesman has just had a good leading article on the expediency of people being fair to their own locality. This, if kept up, tells in time. It cannot be disposed of in a single issue. The expansion of city department stores is steadily draining away the trade of the town and country merchants. If a locality could get along without its merchants, then the absorption of business by the city stores through orders by mail would be a perfectly natural evolution of trade. But, as a matter of fact, local buyers are asking credit of the local merchant and sending their cash to the city. This and other features of the competition in trade just now should be discussed regularly in the local papers.

LOCAL FEATURES.

The desirability of working up local subjects is evident because it strengthens the hold of the paper on its own county. The editor of the weekly is just as competent an authority on the Sultan's policy in Crete, or the probable outcome of Kruger's schemes in the Transvaal, as his city contemporary. But, somehow, the people do not think so. They would much sooner hear from him on the proposed bonus to the railway, or the suggested new waterworks. There, he is at home, and the big city daily is beyond its depth. When a bonus is proposed, how many editors look up the records to see how much money

the town or the county has voted in bonuses since its organization as a municipality, and what value they got for their money? The weekly editor is usually above the average of his locality in information, intelligence and energy. Let him show it. There is no benefit in hugging this satisfactory knowledge to one's self. Then, in getting special articles from local people, much can be done. Not long ago The Simcoe Reformer, one of the brightest weeklies in Canada, announced a special article on the botany of the county by one of the masters of the high school. That was a good idea. Botany is not a very abstruse science, and it has many practical uses. The subject has popular interest, and the weekly never loses by making all it can of local information.

FREE NOTICES FOR GOOD WORKS.

At a meeting of the Ontario W.C.T.U. in Brantford, a report on "press work" was laid before the members. During the year the union got 50 per cent. more free notices from the papers than in the previous year. The record was 5,365 items inserted, making 1,350 columns of matter. It is interesting to know that we are twice as generous and twice as christianly temperate as we were a year ago. The union is entitled to assistance in its work, because the press is always on the side of all sincerely moral reforms. But the question arises: has the W.C.T.U. any members who circulate the sneer that the secular press encourages, by recording, crime, and that it is on the whole a greater evil force in these days than a benefit? Then, the union adopted a resolution asking the Associated Press not to publish the details of trials or cases unfit for family reading. The almost invariable rule now is to omit indecent details. The press is much cleaner than private conversation.

SENDING ON PAPERS THAT ARE REFUSED.

The Uxbridge Journal draws attention to a complaint not often ventilated—that some publishers keep on sending papers to people who have ordered them stopped and do not want them. The Journal says: "Publishers who are doing this are taking a mean advantage of a law that was framed only for their protection, and the first thing they know this protection will be taken from them. We have a number in mind, but there are at least a couple of publishers (in Toronto) who have made themselves a veritable nuisance throughout the country. Last year for instance, an agent was through Scott canvassing for a paper and he had it sent to people who refused to give an order, who did not pay for it and declare they never will. In many cases in rural districts the mail matter is carried home by children or neighbors, and it is not always convenient for a farmer to