

Printer AND Publisher

VOL. II. No. 10

TORONTO, OCTOBER, 1893

\$2.00 PER YEAR.

EDITORIAL NOTES.

J. E. Atkinson of The Globe, secretary of the Canadian Press Association, is developing into a politician. He is a candidate for the first-vice presidency of the Young Men's Liberal Club of Toronto. PRINTER AND PUBLISHER hopes he will be successful. Another Globe man, C. N. Smith, is running for president.

The Ontario Government contract for supplying printing paper for the next five years will be let in a few days. Barber Bros. of Georgetown had the contract for the past five years. The contract for the printing and binding for five years was let last month, Warwick Bros. & Rutter securing the contract. Their tender was \$600 below C. B. Robinson, \$6,000 below the Methodist Book Room and \$10,000 lower than Borritt & Co. This same firm has done the Government printing and binding for many years, and have given, seemingly, good satisfaction.

The printing trade of Toronto seems to be principally concerned at present in the placing and removing of chattel mortgages. A large paper firm placed two mortgages of \$8,000 each on a printing plant on September 30th. This doesn't look like the quitting that the Toronto Employing Printers' Association has been agitating. But September saw a few mortgages removed, and October will have some developments which will set the printers of Toronto to thinking. It takes a good man, a hustler and a financier, to run a business successfully to-day. Money isn't made except by the utmost care—and it isn't made by men who pay the interest on chattel mortgages.

Some people have an idea that all the newspaper enterprise of this country is in Toronto and Montreal. We have an idea of our own that most of it is outside these two cities. Some time ago the Brandon Times published a supplement to its regular issue which illustrated the Manitoba exhibit at the World's Fair. It was much superior to the illustrated sheet put out on Saturdays by certain city journals. Another example of enterprise was the special edition of the Belleville Daily Intelligencer on September 22nd, on the occasion of Sir John Thompson's political visit to that town. The illustrations were numerous and well executed, and the matter was meritorious and timely. Such special efforts may not pay the publisher immediately, but if judicious they are ultimately profitable. They impress the public with the idea that the publisher is alive—and when they have business he gets it. The hustling publisher

is the people's favorite. The publisher or printer depends for his patronage on his reputation. To maintain and advance his reputation, he must be energetically original. He must think as well as work.

PRINTER AND PUBLISHER has received a considerable number of inquiries recently from publishers through the country, regarding the reliability of a firm of advertising agents, and also of medical firms whose headquarters are in Toronto and Montreal. We have given confidential answers by mail to the inquiries from bona fide subscribers. These are matters which in the meantime we do not care to answer through these columns. Some of these concerns may be perfectly good, but rather than take chances of losing the amount of contract and the worry of having a fake advertisement in the paper it would pay publishers to become members of one of the mercantile agencies. However we are always glad to give private information to our bona fide subscribers.

At a meeting of Eastern Ontario Methodists they discussed the merits of the Christian Guardian, the Church organ. Some were of the opinion that the Guardian did not publish as much general news as it might, and it was also agreed that it was a little behind time with news, and that too much space was given to obituaries, tea meetings, etc. The meeting was of opinion that the price of the paper ought to be reduced to \$1.50 per year. This is the usual story. Everyone knows better than the editor how a paper should be carried on. In newspaper circles The Guardian is looked upon as second to none of the religious papers of Canada. Only a few days ago a writer in a Montreal daily pointed his own denomination to it as a model for them to follow. Most experienced newspaper men will agree that the space given to obituaries, tea meetings, etc., is one of the best features of a church paper. The readers look for it. It would be a mistake to fill a newspaper with these, but a religious paper is the place for them. As to the reduction in price, let the complaining Methodists refer to the experience of those Presbyterians who wanted a cheaper paper, an account of which was published in the August issue. They tried one at a dollar, then at a dollar and a half, until they lost about \$50,000, and the sheriff took possession and wound them up. If the Methodists want a paper at 25c. a year they can have it. But that is not the kind of paper they want. A large, wealthy and influential body, such as the Methodists of Canada are, need a good paper, and they cannot get one for a penny less than \$2. The Guardian is cheap at that figure.