

rest assured that a brilliant future lies before him. In that bright land of promise which is called to-morrow we may expect from Mr. Matthews achievements that will dwarf into insignificance the best that he has already accomplished.

W. MACLEOD MOORE.



Camp Scene—R. G. Matthews, reproduced from The Star.

BUILDING A CIRCULATION.

THE great results of advertising can be as well shown in the progress of a German-American publisher as anywhere. This man, a Mr. Nagle, purchased a country weekly, with a circulation of barely 2,000, in 1896. To-day his publications are printed on a complete modern equipment, with a quadruple Hoe press, which prints 48,000 copies per hour, and occupies a building that cost \$120,000. An interview with him brought out some interesting facts in regard to his success.

"Without advertising," he said, "we could not have succeeded. We advertised in other papers at first to get names. We have now over 400,000. We have expended as high as \$3,000 in a single week for circulars. If we had been able to get newspaper space at a reasonable rate we should have obtained better results with half the money."

"How many subscription canvassers do you keep on the road?"

"Not a single one. All subscriptions are solicited through advertising only, and each order must be accompanied by the cash—that applies to renewals as well as to new subscriptions. We advertise at all seasons of the year, but more in some months than in others. We expended over \$2,000 in a single week in July, 1898. The money came back within six weeks; and, while the immediate results were not as good as they would have been had the money been spent a month later, yet I believe that it prepared the way for the Fall advertising, when we went after the same people again."

"Do you give premiums to subscribers?"

"We did at first, but discontinued it because we found it too expensive. We still offer a few premiums for clubs, but in the main depend upon the value of our paper."

Mr. Nagle prints 100,000 copies each issue, and has reached that number merely by advertising his publications in every way possible. He keeps them by giving subscribers the worth of their money and making his paper necessary to them.

CURRENT COMMENTS ON THE PRESS.

THE ROLE OF THE PROPRIETOR.

Arthur Shadwell, in The National Review

WHAT is a newspaper? It is a business concern that offers information for sale in the open market. As in other business concerns, the owners or purveyors of information strive to make their wares as attractive as possible to the public, whom they hope to secure for customers. This seems to be the root of the disease, the head and front of their offending. It is those proprietors—capitalists, of course—with their damned commercial instincts, that debase the press and make it subservient to the mob. Well, I am not concerned to defend them. I am not a capitalist or ever likely to be, and my sympathies are all with the employed, or the workers, of whom I am one. Moreover, I have known some proprietors to do despicable things, and have watched the process of debasing the press carried on by them. In the perennial struggle, which is generally going on somewhere, between proprietors and editors, my sympathies are with the latter, who are my friends. But what would you have? Is the role of the proprietor to be confined to signing cheques? There are many who think so. This would mean, in effect, that his purpose in life is to provide, at his own expense, a pulpit from which the gifted but impecunious editor can harangue the mob and expound the true gospel according to St. Self the Divine. Now, the first result would be to make the capitalist more important and more indispensable than ever, for no one but a very large capitalist could undertake and carry on the enterprise. And the second would be a more or less complete fiasco, and the virtual extinction of the gifted editor by a natural process. For, observe, the people cannot be compelled to listen, and, if they will not, it is a mere waste of breath to address them; the paper that no one reads is as good as dead. If they will listen—if they care to read a paper, they are willing to buy it, which is precisely what the proprietor wants. The more influence the gifted editor wields and the more light he spreads, therefore, the more nearly does he realize the aims of the proprietor. In other words, their interests are, in the end, identical—both want readers.

NEWSPAPERS AND MAGAZINES.

A. R. Kimball, in Atlantic Monthly.

The growing tendency towards "journalism" involves far more than a matter of colloquialism and style. It concerns, as well, point of view and method of treatment. This is seen conspicuously in the changed relations of the popular magazine and the newspaper. Once it was the ambition of the newspaper to be rated as high as the magazine. Now it often seems to be the ambition of the magazine to be ranked as a monthly newspaper. Minor indications of this abound. What newspaper men call "sub-heads"—short, descriptive headlines placed at regular intervals over sections of a long article to catch the eye and keep the attention—are to be seen more and more frequently in leading magazines. Take, for another example, the growing habit of using the text to illustrate the illustrations—a habit which, while not borrowed from newspapers, since magazines were illustrated first, has yet been greatly stimulated by the competition.