

The Canadian Craftsman.

Port Hope, July 15, 1879.

Journals Devoted to Specialties.

When we come across anything good and which we can use to our advantage, and at the same time to the edification of our readers, we do not hesitate to appropriate it; not, however, without crediting the source from which our good things are derived. Acting on this principle, we give utterance to our views in the following remarks which we have taken from *Munson's Phonographic News*—*mutatis mutandis*:—

"The larger the circulation of a journal, as a matter of course, the more the publisher can afford to give his patrons for the subscription price. Some of the popular story papers of the day publish in each issue what would make a volume of good dimensions if printed in book form, and yet they sell it for five or six cents, and make a large profit by the transaction. The reason is that their circulation is very large, in some instances reaching nearly or quite half a million copies. On the other hand, periodicals that are devoted to special subjects that do not interest the general reader, necessarily have a limited circulation, and the publisher is obliged, in order not to lose by the venture, to charge a higher price. In the one case success is best achieved by making large sales at small profit, and in the other by making larger profits on small sales. Thus the *New York Commercial and Financial Chronicle*, a weekly paper,

is published at \$10.20 a year; the *Engineering and Mining Journal*, weekly, at \$4; *The New York Law and Equity Reporter*, weekly, at \$5; *The N. Y. Real Estate Record and Builder's Guide*, weekly, at \$10; *The American Chemist*, monthly, at \$5. Now, the CANADIAN CRAFTSMAN belongs to this class of specialty journals in two respects: the number of those who are interested in Masonry is comparatively small, and the Magazine itself is printed in characters that no one can read except the initiated. So, if we followed the example set by other publishers, we should charge two or three times as much as we really do. But generally speaking the readers of our journal, if they are not Operative but Speculative Freemasons, are nevertheless operatives for their daily bread, and would feel it to be a hardship if they had to pay a high price for their Masonic reading matter; and we therefore give them our specialty journal at a popular price. Now, this throws an obligation upon the readers of the CRAFTSMAN, to which we have a right to call their attention. No two readers of Masonic lore should read the CRAFTSMAN on a single subscription, unless they are members of the same family residing under the same roof. And if any subscriber knows of a Mason who is stealing a ride on our train it is his duty to report him. If any one knows of a club of Freemasons who are fattening on the flesh of one subscription to the CRAFTSMAN, he should disperse them at once, even if he has to call on the police. The CRAFTSMAN is cheap at \$1.50, and you and every reader who is not too poor should be willing to pay that amount for it."