

subscriptions for any publication offered, and did business direct with scores of houses, such as Harper, Scribner, etc. If a man took mine and one other paper, I charged him full rates; if he took a number, I gave him discounts in keeping with his order. I would like to get all of such business that I could attend to. I would not care an awful lot what became of my weekly.

"This year I went into The Globe's arrangement and offered my paper and Globe for \$1.

"I have read all that Messrs. Holmes, Brierley, Patullo & Co. have had to say on the question, and yet I have every reason to feel more than satisfied with what I have done. The trouble with these gentlemen is that they have not grasped the

full import of all this cutting in the cost of white paper you speak of. The day of the dollar weekly is gone. The publisher who has a small country weekly is better off than the man who has been trying to give column for column with the city publisher—hinc illae lacrimae.

"The Weekly Globe next year will be eight pages, price 25c. This is only prophecy of course, but watch. With my own paper, giving only local news, four pages, 36 col., it will make a good dollar's worth. It will furnish the best of reasons for pay in advance. Can you give me any scheme more likely to give me 75c. for my own paper? At one dollar for the two, agents' commissions have been wiped out."

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#### MARITIME PROVINCE NEWS.

**M**R. THOMAS O'BRIEN, who has been for a couple of years foreman of The New Glasgow Enterprise, is about to start a new paper at Westville. This will make six weekly papers in Pictou county, and one daily.

C. Spooner's new paper at Hampton, N.B., is out. It is called The King's County News.

Mr. Donnason has placed several lots of English inks with the New Brunswick printers during the past few weeks. He is selling them for Walter H. Cottingham, Montreal.

A weekly paper is to be started at Westville, Pictou county, Nova Scotia, by Mr. O'Brien, a St. John, N. B., boy. Pictou county has now five weeklies and one daily paper.

C. P. O'Connor is pushing Frontenac inks in the Maritime Provinces, and says he is gradually overcoming the prejudice that exists against Canadian inks among the printers.

The Times, Truro, N. S., is again to change hands. Mr. Putnam has been in charge only a year and a half. Mr. A. C. Mills, now of New York, a former publisher, takes charge.

Miss M. C. Abbott, St. Stephen, is doing some good work on The St. Croix News, Calais, Me. She is also the correspondent for The St. John Record. She gets together more news notes than the majority of reporters.

Eminent and reputable physicians advertise in the news-papers here, and yet they are not threatened with excommunication. Toronto and Montreal medical men say it is unprofessional, and, if allowed, it would encourage quack advertising. It seems to work the other way here. There are fewer quack advertisements than in the west.

The St. Croix Printing and Publishing Co., St. Stephen, have what is commonly called a "snap." There is the only paper and job office in a town of 3,000, with an adjoining village of 2,000. Across the river is the American town of Calais, with about 8,000, with a small daily paper, smaller than any daily in Ontario or Quebec. It is owned by a joint stock company of citizens, but, from what can be gathered, the net profits are not

anything like what they should be. If the territory were properly worked, it could be made one of the most profitable publications in New Brunswick. As nearly all their readers buy, more or less, in Calais, Me., that field should yield a large share of their advertising. Many Ontario printers and publishers, as they read this, will cast envious eyes in that direction. And no wonder. There is probably not a town in that province which has not two or more paper and job offices, and in which competition is so bitter that work is done at unprofitable prices.

One of the most successful country publishers in Nova Scotia is Mr. Richard McCormack. "Dick," as he is familiarly called, took charge of The Bridgetown Monitor, when its publisher, Mr. Henry Piper, died, and he has made it a journal second to none in the Lower Provinces. The Digby Courier was having an insipid existence, merely living, and Mr. McCormack thought he might find some amusement in his spare hours by taking charge of that paper also. The Courier is now a splendid paper and running up a good subscription list. That all shows what intelligence and push will do.

In St. John competition is worse than in Toronto or Montreal. New Brunswick produces more clever newspaper editors and publishers than any other district in America. They are to be found owning and managing papers in every part of Canada and the States. One of the most prosperous is Joseph Medill, of The Chicago Tribune, who comes from St. John. There are five dailies and several weeklies and monthlies published here, and, taking the mercantile agency reports, they all appear prosperous. There are also a great many small job offices.

The Halifax Herald occupies a unique position among dailies. They do not canvass for advertisements. Speaking to **PRINTER AND PUBLISHER**, the business manager said that they found it paid them better not to keep an advertisement solicitor. If they had one they would come into a competition with other papers, and rates would be cut, and they would also have to pay a salary or commission to the canvasser. As it is now, they do not send men out, but advertisers come in. They have but one price, and they get it.

