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THE WEEKLY PRESS.

ATTRACTING TOURIST TRAVEL.

MR. FISHER'S paper at the Ottawa meeting has once more brought up the question of Canadian towns securing a share of the summer travel. The local paper can do a good deal to help such a movement. In New Brunswick it is better organized than elsewhere, but there is no reason to doubt that the local authorities in other parts of Canada ought to see that wherever a locality has a chance to get summer tourists that opportunity should be utilized. One way for the newspaper to do it, is to keep standing a quarter column graphic description of the place and the neighboring attractions of scenery, etc. This finds its way farther than will be supposed. People who are on the lookout for a place to visit are apt to snap up information of that sort if it is forthcoming. Then there is the issue of a special illustrated edition. This has been tried in several cases successfully. The municipal authorities will assist if properly interested. A Toronto publisher, for example, who is getting out a fine Canadian summer annual entitled "Our Lady of the Sunshine," is receiving large grants from several municipalities. Why may not the local paper, where practicable, work along similar lines? One gentleman (he is, by the way, a pessimist because his party is out of office just now) remarked, when the matter was mentioned to him: "Oh, but the most attractive features of some places are the town pump and the cow by-law." That, of course is a slander, as we told the individual (respectfully, since he is a bigger man and good in a fight). The truth is Canadian scenery

can stand many fine adjectives and the truth be still left half untold. The fishing, driving, boating and bathing attractions are remarkably good in many places. It pays the merchant to have transient trade. They, your best advertisers, appreciate efforts to increase their business. The publisher gets back a slice of the profit that results all round.

KEEPING UP TO DATE.

A local publisher, if energetic and noted for enterprise, gains such by a reputation for being up-to-date. The St. Mary's Journal office has had a type-setting machine put in, and the publisher prints an illustration of the new machine in the columns of the paper and explains its advantages to readers. The paper looks very clean and attractive. The Journal maintains its daily service of telegraphic despatches, presenting them free to the public by means of a bulletin board outside the office. This system was explained in these columns by Mr. Eedy some months ago. During the war excitement of the past few weeks a bulletin board would have been a good investment for any thriving weekly to have, not leaving all the circulation and interest to be absorbed by the dailies.

AS TO SIZE OF PAPER.

The adoption of the eight-page form by many weeklies, and the almost complete abandonment of the large blanket size, is one indication of the trend of taste. The average size of page at present is convenient and seems likely to last. Who can say that it will become the permanent standard? Several Canadian weeklies are now issued in a kind of magazine size. One young and thriving weekly, The Coldwater Planet, issued a special creamery edition, May 12, in quite a small page form of 12 pages. It had to be bound, which doubtless increased the expense. But the form enabled the ads. to be displayed better, and if that style of make-up were intended to be permanent it is possible that a very taking arrangement of matter could be made. Where the weekly is intended to be something more than the adjunct of a job office, where it is in itself a thriving property, the work of building it up is well worth every hour spent on the week. The paper becomes a valuable franchise, can be sold for much more than was paid for it, so that no labor is lost that is intelligently bestowed.

THE POSTAGE QUESTION.

By exempting weeklies, the Postmaster-General has apparently created a division of interest between one class of journals