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THE WEEKLY PRESS.

APPROACHING MEETING OF ONTARIO PUBLISHERS.

SINCE the formation of the weekly section at the Toronto meeting last February, correspondence has been carried on by the leaders of that movement, Mr. Thompson, of Thorold, Mr. Jeffery, of Arnprior, and others, with a view to further organization and work. This proves that the country publishers are in earnest, and are determined to make their organization a practical benefit to the individual members. Publishers to the number of 37 have expressed a wish that a meeting shall be called at a convenient place. The idea is good and the publishers will find many subjects connected with their business interests which discussion and unity of action will promote.

In some quarters the organization of a country section is held to be a precursor of an entire separation from the Canadian Press Association. This, we think, is not necessary to the success of the weekly section, nor would it be a good move from the standpoint of the publishing interest. The need of a body to promote interests common to all is as great to-day as ever. To separate would be to weaken the power of the newspaper publishers as a whole. The rates granted by the railways are given in response to the demand from the larger body, and if publishers were to divide up into a number of smaller associations they would have less weight in addressing corporations, Governments or the general public. The newspaper fraternity as a whole can only be strong by standing together and on occasions acting together. The country associations, like the Eastern Townships and Ottawa Valley societies, are a great convenience to the local members, but these bodies realize the value of a central association, and are in no sense inimical to it. THE *PRINTER AND PUBLISHER* was present at the Ottawa Valley press meeting last July in Almonte, and found that many of its leading members belonged to the Canadian Press Association,

and recognized its existence as a valuable factor in the press community. The president of the Eastern Townships society, Mr. Lance, of Richmond, told *PRINTER AND PUBLISHER* last February in Toronto that the existence of a strong central body was a good thing, and that he was much impressed with the meeting which took place there.

That country publishers will find local meetings to discuss their own special interests valuable is certain. The project deserves every encouragement. The 1897 president of the association, Mr. MacLean, favors it strongly, and has written to the organizers that he would like to do everything in his power to promote it. The columns of *PRINTER AND PUBLISHER* are also at the disposal of the members, and any meetings they may hold will be fully reported in the paper so as to give to all publishers, whether able to attend the meeting or not, the advantage of knowing what is being done.

The tendency everywhere, it seems to us, is toward unity, not disintegration. Co-operation is the rallying cry of the hour. The other day there was a vote in Toronto on a public question. In collecting returns the local papers never thought of trying to act alone. A room was hired in the centre of the city; a special staff, representing all the dailies, was put in charge; and the results sent to each paper simultaneously. This is an example of acting together. There are so many interests which are common to all that closer unity is the best policy.

It is probable that the meeting will take place in Toronto about July 2, but on this point a definite date will be given in the next issue of *PRINTER AND PUBLISHER*.

COUNTRY NEWSPAPERS AND BARGAIN DAYS.

One of the subscribers to *THE PRINTER AND PUBLISHER* has made a discovery. His experience may be useful to other readers. He publishes a weekly newspaper in a village of about fifteen hundred. In that village a firm has carried on a general store business for many years. Last year a change took place in the management of this store. Younger blood was introduced and the new partners have been pushing business very much. They introduced bargain days and other attractions for customers. They advertised extensively in the local papers. They announced at the beginning of the year that they would do only a cash business. They positively refused any credit. The advertising brought buyers from all parts of the district. They had money in their pockets. The publisher in question writes us that every one of these bargain days brought numerous subscribers to his office. In March this firm held a spec-