



A JOURNAL FOR PRINTERS AND PUBLISHERS

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**PAY IN ADVANCE**

**W**HY should the publisher wait till the year has expired before he receives the price of his paper from each subscriber? Every week he is giving his subscribers real value, and yet he fails to demand a return until fifty-two weeks have passed by, and may be fifty of his subscribers have passed away or gone to other scenes. Surely the risk should not be on the side of the publisher alone? As a rule publishers have a stake in the community in which they dwell, and are therefore trustworthy. Have they not as much right to demand payment for their paper in advance as to furnish it a year without the sight of a cent from a subscriber? The publisher assumes every chance, while the subscriber has no responsibility. This problem has been solved by the publishers of the large weeklies in this city, who are invariably paid in advance, and it works satisfactorily. They not only receive subscriptions for their weeklies in advance, but also the greater part of the price of their dailies. A survey of the situation a few years ago forced on them such action, as they naturally enough concluded that it was more profitable to have 10,000 paid-up subscribers, with the money to the credit of the publishers than 15,000 and the money scattered over the entire Dominion. The country publisher is continually directing outside attention to his town and district, in fact doing much to build it up, and thus materially benefitting his patrons. In that work he should receive their assistance, and that assistance ought to be of such a nature as to be appreciated by him. If the publishers would consider

this matter seriously, and place it before their readers in its proper light, we believe that the response would be so general that the pay-in-advance system would soon take the place of the present unjust absurdity. That the matter is receiving some thought is borne out by the following letter received from Mr. Albert Dennis, of the Pictou, N.S., *Standard*:—

"DEAR SIR,—I would like to see an article in next PRINTER AND PUBLISHER on the 'cash in advance system' for papers. I notice that many of the weeklies in Ontario are adopting this system, and any publisher who has had experience must know that the cash system is infinitely the better one. The way I view it is that it is better to have 1,000 subscribers that pay \$1,000 in advance than 3,000 subscribers that only pay \$1,000 in advance, and the publisher run the risk of the other 2,000, half of which is almost certain to be a loss. The publisher that adopts the cash plan, he has his money sure, saves the cost of extra paper, gets interest on his money, saves in ink, composition, press-work, and in many other ways."

**NOT ADAPTED FOR A COUNTRY OFFICE**

**M**ANY country publishers are seriously considering the advisability of introducing type-casting machines, hoping thereby to save money. Elsewhere reference has been made to some points upon which they should receive enlightenment before investing their capital. The cost of composition in the majority of our towns does not exceed 15c. to 18c. per thousand, and it is doubtful if by the use of machines those figures could be reduced. The country publisher could not expect to retain an expert operator, as he would soon drift to the cities, or receive an offer as soon as his capability of production became known. We firmly believe that there is no money for the country publisher in machines, and that opinion is endorsed by a publisher in a live western town, who recently visited Toronto and ordered a new dress of type. Before placing his order he carefully considered the machine question, and after mentally discussing the pros and cons decided that the old plan was the best and most profitable for him. One of the drawbacks that struck him very forcibly was the absolute necessity of keeping a skilled machinist on his premises, who would be of little use for any other purpose, and such a machinist would be a costly luxury.

**ONE DOLLAR A YEAR.**

**B**ECAUSE the metropolitan weeklies are sold at one dollar a year is that a good reason why the country publisher should offer his weekly at the same price? We think not. The metropolitan weekly as a rule, appeals to no special class or community—it is purely cosmopolitan. On the other hand,