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PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building.
TORONTO, (Telephone 2148) - 26 Front St. West.
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C.
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THE WEEKLY PRESS.

GETTING SUB- The publisher of The Arichat, C.B., Record, SCRIBERS TO announces that he will print a list of subscribers PAY UP. who pay. If the community is small and the people know their newspaperman well, this might work well. But the whole business of getting delinquents to pay up is a delicate one, and publication of the grievance except in a good humored way is seldom effectual. The best is for the local publishers to have an understanding not to supply papers to notorious delinquents, and to work together in educating the neighborhood up to the required standard.

A PUBLISHER'S The Owen Sound Saturday Star has suspended EXPERIENCE. publication. The editor frankly said he found it impossible to make the business pay, and his outspoken remarks are reproduced for the benefit of those who have not read them:

"We have wasted about eight years of our life in Owen Sound, and what resources we had accumulated, and have found it to be a non-money-making town in the publishing business all round. It is the only place so far that we had encountered where those engaged in the printing business, if frugal and studious, found headway impossible. We have all along dealt frankly with our readers. In the fourth year of The Star, several hundreds of dollars, naturally due in subscriptions, are outstanding, scattered, and apparently in no wise available—the curse of the country newspaper publisher. Therefore do we quit, because we abominate kite-flying and imposing upon

friends or acquaintances. * * * The office will be kept open throughout December to all who will pay us at 17 Division street. We have supplied metropolitan weeklies and magazines to hundreds of our own subscribers since The Star started, and we have yet to hear the first complaint. Those paid in advance will receive another paper to fill out the unexpired term. It is sad to part with one's weekly readers—we like everyone of them—but a paper that t.i.c money does not come in to sustain after three years of publication might as well be abandoned, for life, itself, is fleeting."

One publisher reports that he finds it pay to make a special effort for every leading local event. He gave four additional pages when a new high school building was completed, and devoted considerable space (ten columns) to local school work and other matters of interest to school people. This enabled us to get several columns of school advertising—schools, colleges, school supplies and books being advertised in the issue. The edition reached all the directors in the county, many teachers and a number of pupils in addition to our regular subscribers. So it paid the advertisers to take space. In addition to this advertising, every man who did any work on the building, from the architect to the biggest contractor, was given full credit for work done, in the write-up, and cheerfully took space in this number." In the same way he found, as others have found, that a special feature in news can be followed up by extra ads. If you let a local event of importance go by without special attention you have just lost so much money. Newspapers, weeklies as well as dailies, are forced to do a lot of free advertising in a year, but sometimes a way presents itself of getting back from these people some of the free mention their enterprises have received.

C. H. Bowden, writing in a contemporary, gives HINT FOR THE this quiet hint to the printing department of the JOB ROOM. weekly office: "Keep a complete set of samples of every class of job work. Don't jumble them all together in some box or drawer, and be obliged to hunt half an hour or so for some particular piece of work. That is a waste of your customer's time as well as of your own. But file them away in some convenient place, each class of work by itself, where you can lay your hand on it at once. Your customers will appreciate your promptness; they will remember it and come again with the next job. Just a word more about samples. I find their judicious use one of the best means of gaining new trade, and