

will read it, and the number of names in the article insures a lot of comparing of dates, of ransacking of memories and other tokens that the article has made a hit. This is a class of matter in which the local paper is absolutely supreme, since the city press are not likely to touch it.

#### MARKET REPORTS.

There are few subjects of more interest to the average farmer than the condition of the market for the goods he produces. So, as the hope of a good circulation depends largely on the farmer, it would be well to have each week as good a market report as possible. The Simcoe Reformer has an attractive and authoritative report of the prices of grain and flour—meal, feed and seeds: wool, hides and meats; poultry, butter, eggs, etc., and garden stuff. The prices ruling in each of these classes of goods is corrected weekly by local authorities, who are given credit for their work. The report occupies half a column—a good deal more than is given to this department by most papers. It might be a good move to devote the whole of the rest of the column to a condensed, yet comprehensive report regarding the market conditions ruling locally and otherwise.

#### THE RATE OF SUBSCRIPTION.

Albert Dennis, of New Glasgow, N.S., writes as follows. "Let me thank you for your thoughtful and kindly reference in last **PRINTER AND PUBLISHER** concerning *The Guysboro' (N.S.) Gazette*. The last sentence, however, I did not agree with. You say that '50c. a year is too dangerously near the profit margin point.' If that be so, what about *The Montreal Daily Star* at \$1 a year? What has given its enormous circulation but its low price? Take the weekly press, *The Leader and Recorder*, for instance, of Toronto Junction, a paper that, I venture to say, stands without a peer in Canada, if not in North America, and what has been the keynote of its tremendous success? Good, intelligent management, and the low price of 50c. a year. *The Truro Weekly News* is another paper building up an enormous circulation at 60c. a year. The successful paper of the future has got to come down to a cent per copy. There is no reason why it should not be so. News print is cheaper, and, with a typograph machine, a paper can be produced for one-half what it could be 10 years ago." If the aim in all trading and manufacturing operations is not only to produce as cheaply as possible but to get as low a price as possible, then there is no argument in favor of maintaining subscription rates. Mr. Dennis is, undoubtedly, correct in saying that a newspaper can be produced more cheaply. But experience proves that a rate once down cannot be raised again without great difficulty. Of course, this is a very big question. There are often good local reasons for striking a rate below the commonly accepted standard. Will publishers who have an opinion on this point kindly express one?

#### LONDON'S SUNDAY PAPER.

**PRINTER AND PUBLISHER** is indebted to Mr. Mann, of "Salada" tea fame for a glimpse of the first Sunday edition of *The London Daily Telegraph*. It appeared on April 9, and is a bright 16-page, 7-column paper. It is fairly well illustrated, but the sensational features, which form so objectional a part of American Sunday papers, are entirely absent. The issue carried over 54 columns of advertising, and, as the rates average £200 per page, it should be fairly profitable.

### NEWS OF THE MONTH IN BRIEF.

#### PERSONAL MENTION.

**J.** HARPER, of *The Sundridge Echo*, and D. M. Grant, of *The Huntsville Echo*, are new members in the Canadian Press Association, and Charles N. Robertson, Ottawa journal, is applying for membership.

W. J. Fleutz is the new editor of *The Southampton Beacon*.

W. P. Evans, of *The New Denver Ledge*, is the new editor of *The Kaslo Kootenaian*.

Mr. Bertram, of *The North Sydney Herald*, is paying a visit to British Columbia and California.

W. H. Greenwood, of *The Toronto World*, was married at Bowmanville, May 12, to Miss Bessie Tamblin.

#### IMPROVEMENTS AND SPECIAL ISSUES.

\* *The Daily Tribune*, the new Liberal paper at St. Hyacinthe, Que., has made its appearance, with A. Bourgault as editor.

C. W. Routledge, Markdale, is having erected a brick block at a cost of \$3,500, a portion of which he will occupy as a printing office.

*The Colborne Enterprise* has moved into its new offices, rendered necessary by the fire, and shows a nice new dress of type, provided by Gwatkin, of Toronto.

*The St. Thomas Times* looks very handsome in its new dress of type, provided, as it says, by "the master hand of the artist—the Worth of typography, the type of fashion and modern art, the Toronto Type Foundry."

On a recent Saturday *The Brantford Expositor* had so many advertisements that the paper had to be enlarged to 13 pages with 57 columns of advertising and even then some left out. *The Expositor* is simply reaping the results of good times and an admirable system of management and editing.

*The Anglo-Saxon*, the advocate of British interests in Canada (Ottawa, E. J. Reynolds, \$1 per year, monthly), is now issued in 20-page form, with a cover neatly printed and contains much interesting matter. It is interesting to note that Lady Randolph Churchill's new quarterly review and illustrated miscellany, the first number of which comes out next month, is to be called *The Anglo-Saxon*.

\* *The Montreal Herald* appears to be enjoying a period of prosperity. On May 1, the business offices of the paper were removed to a handsome building at the corner of St. James and St. Francois Xavier streets, lately occupied by the Bank of Nova Scotia. The site is one of the best in the city. The change was necessitated, the management say, by the constant increase of business. On July 1, a new Hoe press will be installed, capable of running off 24,000 copies per hour of an 8, 10 or 12-page paper. Apparently, *The Herald's* independent course is winning it financial, as well as moral, support.

\* *Rod and Gun in Canada* is the name of a monthly publication which will make its appearance in Montreal early in June. Its object will be to awaken interest in the vast possibilities of this country as a field for tourists and sportsmen. The publishers believe that if the State of Maine can secure \$1,000,000 worth of tourist business every year Canada ought to receive