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President.

HUGH C. MACLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

THE QUESTION OF ILLUSTRATION.

ENQUIRIES continue to be made by publishers who see the possibilities in illustration for a weekly, and who want further enlightenment as to ways and means. As was said before, the taking of photographs by the editor's own camera, and having the cuts made in the nearest city is, for the present, the most practical method and would cost the least to the untrained man. But if the editor has the aptitude or the ambition to dabble in artistic work himself, and intends to make a fad of it for the benefit of his business, there are one or two things he might do. A practical man who has been through the mill, as it were, said to the writer: "If the weekly editor wants to do the artistic part of it, the simplest method is by using chalkplates. The picture could be traced on the chalk and filled in afterwards. This presupposes a knowledge of drawing, of course. Then there is the use of blue prints taken from photographs. There is a method of taking these blue prints, doing the sketch in outline with black, and after a chemical bath the blue is taken out and the sketch remains. But this means considerable chemical knowledge. In the use of chalk plates, once having got the sketch, the editor can have a small stereotyping plant of his own. Those who want some pointers on these processes can either read up or get lessons, by correspondence if necessary, from some qualified person." And he mentioned the name of an artist accustomed to newspaper illustration whose address will be given to any reader of *PRINTER AND PUBLISHER* who cares to follow up the matter.

THE LOCAL MERCHANT'S INTEREST.

The weekly will find that the summer season is the time when local merchants have most reason to complain of local trade being drawn away by the big city stores. Excursions and

holiday trips are taken at this season more than at others. Special railway and steamer rates attract people to larger centres, and the result is a great deal of money that could and ought to be spent at home is diverted from the local merchant. The latter is usually the home paper's best customer. He should be upheld in carrying on a legitimate business and will appreciate a word in favor of buying at home as far as practicable. It is also the season when the advertisements should be made to read as bright and interesting as possible, with frequent changes. Point out to the merchant, if he is lazy about changes, that the "graft" which the city store gets on country trade is due in a large measure to the alluring nature of the printed announcements. If the local paper is going to do its best to keep trade at home, the merchant ought to co operate. This has got to be done with some tact, doubtless, because the merchant is apt to take offence at being reminded of a duty which his own interest alone should lead him to do.

SPECIAL NUMBERS.

As mentioned in a previous issue, The Digby (N.S.) Courier is getting out a special illustrated magazine number, which is now in press, to be ready for distribution in a few weeks. It will be a production of magazine size and nature, will be well illustrated with photogravures of Digby county scenery and people, and will present an interesting variety of reading matter. Digby is known as an ideal summer resort, and The Courier will show some of its best attractions. The number will be on sale at the bookstores throughout the province. We hope the management will be repaid for the enterprise displayed. In cases like these it is the undoubted interest of the whole locality, the merchants, hotels, railways, etc., to circulate such a number, and the publishers of a special number should always see that they realize this. If you think of getting out a number, pave the way well beforehand, and see that a circular setting forth the business advantages of the scheme to the people you are addressing is sent out. In figuring on cost, it is safe to put the margin of profit as large as possible, charging for every detail, so that if advertisements from favored persons have to be taken under usual rates, there will still be left room for ultimate profit.

COMMERCIAL INFORMATION.

If space and time permit a commercial column is advisable. Many farmers are driven to take a daily because the local weekly entirely omits any reference to current prices—not merely the local market, but the world's market. Prices take up a large part of the farmer's attention, and a short condensation, if only