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## THE WEEKLY PRESS.

Some papers are spoiling their typographical appearance by the way the small reading notices, or liners, are being thrown around. "LINERS."

One weekly, whose publisher evidently has good ideas on make-up and general effect, puts a column or two of small local items on the front page. It makes a good showing until you discover that every second item is a liner about Smith's sugars, or Brown's boots. There are always exceptions to a general rule. Each publisher knows his own interests best, but, by giving up the best places in his reading columns to paid liners, he may be doing his paper and his large display advertisers an ill turn.

### TRIP TO THE COAST.

The prospects of a trip to the Pacific Coast were discussed at the Canadian Press Association meeting in February. A sub-committee was appointed to see what could be done with the railways, and, perhaps, the Immigration Department at Ottawa. This sub-committee has not been idle. It has kept in view the fact that weekly editors will not feel justified in taking the trip unless the expenses are kept down to a very moderate figure. The desire to have a strong delegation of weekly men is based on the natural belief that the men who go

should represent both the daily and weekly press, as the weekly papers can do so much to make our western country known to people in Central and Eastern Canada, who, if they are determined to emigrate, should be induced to remain in their native land. No definite results have yet been reached in the matter of the excursion. But the attempt of the sub-committee is to limit the expenditures to \$50 per individual. This would, it is expected, cover all the necessary expenses of the trip.

### PRINTED AT A DISTANCE.

The Guysboro, N. S., Gazette, is dated Guysboro and New Glasgow, but is printed at the latter place, which is 100 miles from the other, and there is no rail communication between them. The arrangement, however, does not seem to deprive the paper of any of its local flavor. It is a bright little weekly of eight pages, five columns to the page. The publisher is Albert Dennis, and the local editor is J. P. Dillon. The entire typographical appearance is very neat and nice. The news is all well condensed. Nearly all the matter is home-set. The advertisements are well made up and do not sprawl all over the paper. The impression one gets is altogether favorable, although from the average publisher's standpoint a subscription rate of 50c. is getting dangerously near the profit-disappearing point.

### GOOD MATERIAL IN BLUE BOOKS.

Reference was made before to good local material in blue books and other official publications. In this connection, it is strange to observe that some publishers use the blue books sent them for wrapping paper. They cut out the leaves and paste them round the papers which are sent to a distance, or to exchanges. Not long ago, the Ontario Government got out a report on birds. Special attention was given to birds from the farmer's point of view, those that were destructive to crops, those that fed on insects which injured crops, etc. It was a practical, curious and valuable report. The very material, one would think, for newspapers which circulate in the agricultural districts. But some weeklies never alluded to it, and, in one or two cases, at least, the bird report found its way to the wrapping heap. This does not seem like good policy. It is often charged against young reporters on the city press that a good item goes right under their noses and they do not see it. The same criticism may reasonably be applied to editors who get good reading matter sent to them in printed documents and destroy it without taking the trouble to read it.