

web-perfecting press. It has more daily papers for its size than any city in Canada. They all appear prosperous, chiefly because the business men are extensive advertisers, and because the citizens themselves are all well off.

Hasgard & Moore, Charlottetown, who are doing a good deal of the Government and other printing and binding for Prince Edward Island, are increasing their business to such an extent that they will shortly put in a large new press and some additional machinery.

The Pictou Standard man eclipses the Petrolia Advertiser by offering seven papers for a year and three months for only \$5—an average of a cent per copy. The paper of the future will be only one cent. More publishers are falling into line every day, and news-print was never so cheap as now.

The only railway man's paper in the Maritime Provinces is the Headlight, published at Truro, by C. W. Lunn. Headlight is the most popular paper in Truro: everybody looks for it, and Bro. Lunn "hits" straight from the shoulder. The railway boys stand by him like a man, and he deserves to succeed.

There is no regularly organized Employing Printers' Association in St. John, N.B., but the printers have had several meetings with that object in view, and they hope soon to be represented in the United Typothetae. Major Markham, of the Sun, is president, and G. F. Barnes is acting secretary. They will, no doubt, have a very strong association. The trade is more liberally patronized than in the west, and are working well together.

Schofield Bros., St. John, N.B., have been appointed sole New Brunswick agents for the E. B. Eddy Co.'s papers. They have been extensive dealers in printing and writing papers of all kinds for some years, and have a good connection throughout the province, so that the Eddy Co.'s makes should now meet with a still greater sale in the east. They will carry a full stock of all grades, and will be able to fill orders in all kinds of

printers stock from any part of the Maritime Provinces the same day they are received.

Nova Scotia has three towns with a population averaging 4,000 that each issue a daily paper. Outside of Port Hope and Port Arthur, there is no town in Ontario with that population that issues a daily. There is no fortune in a daily in a town with less than 10,000, and the question is, would it not pay, and the public be better served by a tri-weekly or a semi-weekly? The Chatham Planet issued a tri-weekly and weekly for years, and perhaps that is best. What is your opinion?

T. C. L. Ketchum, formerly of The Toronto Empire, who is now publishing The Woodstock, N.B., Dispatch, is secretary of the Board of Trade in that town. At the recent conference of Maritime Boards at St. John Mr. Ketchum showed that he had a thorough grasp of the business situation, from the way in which he produced facts to prove his statements. H. H. Pitt, M.P.P., of Fredericton, is another live newspaper man, who is at the head of every movement to promote the interests of the trade of his town and country.

Quite a number of papers in Ontario have adopted the positively "cash-in-advance" system for subscriptions, but, strange to say, not a single publisher in the Lower Provinces has yet adopted it. The policy of giving away half a subscription list to people who never pay is about played out, and the "advance system" is bound, sooner or later, to come into vogue. Who will be the first to adopt it?

The following is from the Truro Headlight, and is a new departure in journalism: "Hereafter we will charge five cents a line for all local line notices of concerts, operas, socials or anything of an advertising nature. In view of the above we have decided not to accept any more complimentary tickets to socials, concerts or operas, or favors of any kind. We shall pay for all we get and expect others to do the same. This is business."

How does the above strike the newspaper men of Canada?



CLUBBING AND GRATUITOUS CIRCULATION.

TWO IMPORTANT QUESTIONS DISCUSSED THE OPINIONS OF SOME OF THE BEST PUBLISHERS—OTHER INFORMATION.



BEFORE the time of most journalists of the present day, "clubbing" was a duly authorized scheme for increasing subscription lists. But like many a scheme brought down to us from ancient time, its antiquity is all that it possesses to commend itself. Still it obtains to a very large and alarming extent, and a great variety of opinions is to be found as to its advisability.

Last month this journal mentioned one case when it said:

"Mr. Richard Herring, of The Petrolia Advertiser, is the cheapest man on earth. He is offering The Toronto Mail and The Petrolia Advertiser, both for one year, for 90 cents. The Mail, if it values its reputation, should stop this."

A few more instances are here noted from the multitudes that abound:

Subscribers paying one year in advance from Jan. 1st, 1895, will not only receive The Ladies' Journal for the same period free

of extra charge, but also that magnificent book of over 100 large pages, The Canadian Annual. This is the greatest offer ever made here. —Toronto Junction Leader, Oct. 26.

The Review from now till Jan. 1st, 1896, for \$1; or from now till Jan. 1st, 1895, for 10c. Those taking the 10c. offer can have The Review till Jan. 1st, 1896, by paying 90c. before the 1st of January. The Ladies' Journal will be given free to those who pay up to January 1st, 1896, or The Journal, Canadian Farmers' Sun and The Review for one year for \$1.40. —Streetsville Review.

UNPARALLELED OFFER! We have made arrangements whereby new subscribers can get The Reformer and Weekly Globe, that king of weeklies, for \$1.25. Think of it two papers for about the price of one. The two for only \$1.25 per annum. Address, The Reformer, Milton, Ont.

We will take word on account of subscriptions. Bring in a good big dollar's worth, for we are giving you a good big paper. —Assiniboian, Oct. 22.

These journals are no worse than scores of other Canadian journals, but are simply taken as samples. The latter one