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J. B. MACLEAN,
President

HUGH C. MACLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

THERE is always a good deal of early history about the average town which can be worked up with advantage. The St. Andrew's, N.B., Beacon, has an interesting two columns made up of documents relating to the port away back in the Twenties. More is promised. It is early history of a highly readable kind and must be attractive in the district.

The country editor who is ambitious to go on the city press will do well to remember that permanent results seldom follow a city man's career. He ends, as he begins, a salaried member of the staff, and when, after years of effort, his energies flag he can look for little better than to be pushed aside by younger competitors. The building up of a good paying country weekly usually carries with it a life's competency. On the city press it is different. As men grow older there is small chance of their keeping their place with the inrush of younger men that takes place yearly. A limited experience on the city press may seem to offer opportunities for the weekly man to enlarge his knowledge and outlook. In some cases this may be true. But, as a matter of fact, the weekly press of Canada is conducted with just as much brains, energy and journalistic skill as the dailies and one cannot see that the average man gains anything by migrating. Let him build up in one locality, cast in his lot with its people and interests, embody new ideas as they present themselves, and he will have no reason to be dissatisfied with the results.

A good deal of interest has evidently been aroused by the paragraph in the last issue regarding illustrations. Several enquiries on the subject have come to hand. After some investigation among those who have worked up the matter a little, it appears that while the possession of a camera is at least as use-

ful to the editor as a bicycle, and he may without great trouble learn to develop his own photographs, the later processes can, for the present, be done more effectively and cheaply by a city engraving office. A special arrangement can be made as to cost per inch, and single column illustrations would not come expensive. Local illustration should be made a feature of the weekly. There is no use in going outside of local scenes, events and persons, for then you come into direct competition with the dailies and their larger equipment and means. But the new mayor or reeve, the local candidate or anyone else who is publicly talked about at the time is certainly a good subject for illustration. The last word is not said on this matter in these columns, as the question is too important to be dropped.

Every weekly publisher who has related his experiences to PRINTER AND PUBLISHER declares that a good personal column is the most attractive news feature of his paper. Why not have the assistance of a lady who knows what is going on in the town and can write with authority of the movements of well-known people? The city press are beginning to see the advantage of this, and in at least two cases women are employed with great advantage. These are not the so-called "society" columns, but regular items printed with the rest of the news. If circumstances do not justify the weekly in paying a salary for such work it may be paid for in other ways. Develop the notices of books and magazines so as to have a supply of these for lady contributors.

Reference is made in another column to the acerbity of tone manifested by the newspapers on both sides in the Nova Scotia election campaign. A specimen of this, by no means the worst, is taken from one of the best papers in the province:

—'S RECORD:

As a teacher—N.G.
As a lawyer—We refrain.
As a journalist—A dismal failure.
As a politician—The hand-writing on the wall.
As a mouth artist—A "howling" success.

The bitter humor of this paragraph does not save it from partisanship of a low order, and the man does not suffer nearly as much as the paper.

Mr. W. J. Mitchell, for ten years editor and proprietor of The Durham Chronicle, who sold out his plant and franchise last January, is looking for another newspaper.