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OFFICES:

MONTREAL, (Telephone 1255) Board of Trade Building
TORONTO, (Telephone 2148) 26 Front St. West
LONDON, ENG. (J. Meredith McKim) 109 Fleet Street, E.C
MANCHESTER, ENG. (H. S. Ashburner) 18 St. Ann Street
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THE WEEKLY PRESS.

THE CLUBBING SYSTEM.

There are papers so situated that the clubbing system is found to work satisfactorily. For instance, Mr. Campbell, of The Cayuga, Ont., Advocate, does not agree with the argument of some publishers that clubbing with a city contemporary is introducing a rival. In his experience he has not found it so, and he clubs with The Toronto Globe, Mail, and News, and The Montreal Star. He finds that clubbing is the best canvasser he has in getting renewals, so that when the Canadian Press Association met in Toronto last month, two-thirds of The Advocate's list for 1899 was paid up. This is found to be the cheapest form of canvassing and no money is paid out for it. Of course, The Advocate does not do any cutting, but lets the city paper do that. Sometimes a subscriber may ask why the local paper holds its full rate, while the outside paper can be had lower, but a publisher usually has no difficulty in meeting this demand.

SPECIAL FEATURES.

The advisability of having new special features in the weekly is apt to be overlooked. But, busy as a man may be, he is wise if he takes one evening a month just to look ahead and plan. The knack of presenting facts in a newsy way is easily acquired, and sometimes these facts, standing by themselves,

look too trifling to go into print. It is the dressing of them up which reveals the editor's skill. So, no matter how dull the season is, the paper can be made attractive. C. M. Gardner, a Massachusetts man, recently gave some suggestions, which can be adopted in Canada. According to the town you are in run a good market report with business notes which have a local interest. Records of rain and snow falls, temperatures, etc., are interesting. A paragraph headed "coming events" will interest the neighborhood and it need not contain merely local events, but many Provincial or Dominion matters of general concern. The reports laid before Legislature or Parliament contain facts relating to local institutions or public works which never appear in the city papers and are the proper prey of the weekly. They are often overlooked. The editor is apt to think the community is as well posted as himself which is a mistake. If the Parliamentary documents don't come to the office, write to the member for the county for them.

CREATING A FIELD.

The Sherbrooke Record has started a weekly paper in connection with its daily issue, and in reply to The Cookshire Chronicle, which anxiously inquires if there is room for another weekly in Sherbrooke, says: "That is not the question. We are in a position to give more for the money than any other paper in the Eastern Townships, and consequently we will make a field."

We admire the pluck of our contemporary, and pluck, if coupled with discretion, is one of the first elements of success. At the same time pluck cannot always make fields for newspapers, though it may have much to do with developing them when other conditions are favorable. The question is: Are the conditions favorable in Sherbrooke for another weekly newspaper, or even for superseding one or more of them already in existence? It must be borne in mind that a low price is not everything that the public demands. —St. Johns News.

BOOKS OF REFERENCE.

A correspondent writes asking what books of reference are really necessary in the editorial end of a bright weekly. As a rule the editorial end does not stock books of its own, and there is a doubt if the outlay would be justified. In most places there is a public library, and an effort should be made to get the board to buy each year certain cheap reference books which the editor, in common with other people, can consult when he pleases. There is for instance, the Canadian Almanac, a very useful little compilation, published by The Copp, Clark Co., Limited, Toronto. For United States affairs, The