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Toronto.

THE WEEKLY PRESS.

GOOD NEWS HIDDEN.

WHY do some papers crowd the births, deaths and marriages into a corner? These notices are first-class news, even when they relate to persons about whom nothing can be said in the regular news columns. It is a column which ought to be prominent and as far as possible in the same place every issue. Half the success of live news editors is in their display of news. But that does not imply that matter is to be changed about every issue without regard to the conservative tendencies of the average reader who never likes change for change's sake. You can afford to displace a regular department on the first page if you have something really startling to put in its place. But a certain consistency in the arrangement of news is a necessary feature of any paper that goes to the home, as a weekly does. A daily with a street sale works on different lines with success. The births, deaths and marriages always make interesting reading and to size them up somewhere with small ads. is not the best policy.

AN INSOLVENCY LAW.

The press are being asked to advocate an insolvency law in order to save Canada's commercial reputation in Britain, where business men think badly of us just now in this respect. The local merchants should be consulted on this question, for it is certain to come up at the approaching session of Parliament. Some of them oppose a law. Their reasons for doing so might be ascertained, as these objections could be met in the framing of the Act. If any merchant objects to having his views printed, it might be pointed out to him that all the merchants are being interviewed and the omission of one or two from the list would appear strange. It is certainly in the interest of the press that they should advocate the passage of a Dominion law on this

subject, as advertising from British is hard to get as long as British houses feel that there is no certainty of collecting debts for goods sold in Canada.

LOCAL NEWS IN BLUE BOOKS.

The Parliamentary Blue Books will be coming to hand shortly. The weekly papers get them, but some seldom make any use of them. There is often a good item hidden away in the pages. The summaries that appear in the daily papers are of a general character and never go into matters of strictly local concern. Remember that Blue Books are rarely seen by the general public, and that official information, unless printed, is apt to be left unnoticed. There is hardly an official report that does not contain something which can be worked up into readable items for the locality to which a weekly paper caters.

THE VALUE OF ADVERTISING.

During Christmas week one of our merchants, says the Orillia Packet, received direct evidence of the indirect value of advertising. He had for several years past made a practice of holding Christmas sales and advertising them pretty extensively. This year, however, he did not do so. But a gentleman who had come to town from the north walked in one day and said: "You hold special Christmas sales, don't you?" "Well, we have," replied the merchant. "Where did you hear of it, may I ask?" "Oh, I don't know about this year," said the visitor, "but for the last two years I have noticed that you have advertised special reductions at Christmas. I did not want what you were advertising then, but I do now." And the merchant made a good sale. "Now, that is a case," said the delighted advertiser to a Packet reporter, "where I have direct proof that my advertising, though it did not bring me this customer at the time, made such an impression that when he did want something in my line, though it was a year after, he came to me. And for consequence of the kind that I hear of I calculate that there must be many who never mention where they have learned of my business. This is in addition to the direct and immediate returns from the advertising, which were very satisfactory."

THE CAMPAIGN AND ITS PROFITS.

A newspaper man said to PRINTER AND PUBLISHER the other day that if there was a contest in his county at the approaching Ontario elections it would bring \$300 in printing and advertising to the office. If an acclamation, the office would be that much the poorer. Another weekly publisher who was present said he wished he could reap that amount out of a