

## THE COMBINING OF A DAILY AND A WEEKLY.

BY JOHN A. MCKAY, WINDSOR RECORD.



**I** BELIEVE a better weekly can be published without the aid of the daily, notwithstanding the many advantages and conveniences the daily is to it. The foundation of the small daily is unquestionably the long established and old reliable weekly. And while the weekly is such an important factor in the success of a "Daily and Weekly" business, it is in very many instances given only a secondary consideration with the publisher. The daily too frequently occupies nearly the whole of his attention, and the weekly, so easily can the foreman edit it from the daily, is often left to run itself. This weakness is frequently observed in the combining of the daily and weekly.

It is impossible, in preparing matter for your daily, which is constantly of course in your mind, to make it as adaptable for the weekly as you would if you were writing for the latter alone. For the daily you "spread." For the weekly you condense. In lifting the matter from the former every night to make up your weekly, which all the small daily publishers do, you fill your weekly with padded matter, which, as a publisher of a weekly alone, you would never think of doing. You cannot satisfactorily condense daily matter for a weekly. Articles taken from a daily are often so lengthy that in an eight-page weekly much good matter is crowded out, especially in the last forms to press. The daily, too, spoils the make-up of your weekly.

These are some of the disadvantages to be encountered in combining the two papers, and the only means we could find to offset these was by publishing a twelve-page weekly much too large and too costly for our constituency, but at the same time cheaper than re-editing and re-setting our matter to fit an eight-pager.

My experience has been that the success of the small daily lies almost altogether in its being local. The daily plate service now supplied is indispensable to it. With this, containing as it does the daily news of the world in brief and especially of our own country, the rest of the paper should be left almost entirely to local matter.

Touch everything local. Don't consider any little personal item too trivial to print. It may be considered "rot" by some, but if it will please one reader, put it in. We, perhaps, go into these minor locals more than any other of the small dailies. If a resident is painting his house, putting up a new fence, etc., we mention it in a line. The names of prominent men from the country when they come to the city, are always published. These little items make the local paper popular.

Discuss local affairs and have an opinion on all local questions, not after they have been decided upon, but lead local public opinion. Encourage correspondence on local issues. Have at least two or three news letters each week from correspondents in adjoining villages, daily if possible.

No day should be a dull day for news. If it is scarce, make it. Have special local articles ready.

Charge a good rate for your advertising and stick to your rates. Encourage c.o.d. advertisements. This class will be well satisfied, and you will secure a better figure for your space. Encourage the little "adlet" column; make them cheap; we charge 25 cents for three insertions of 15 words, and have a revenue of \$10 per week therefrom.

Never sandwich in paid readers among your local items.

Make your city local, CITY LOCAL. It's a mistake to mix foreign news with it.

Give an advertiser any position, if he is willing to pay your price for preferred position. The paper "cut up" with advertisements has a wide awake appearance as an advertising medium. Have a written contract with all advertisers.

Pay special attention to your lists. Keep your circulation on the increase. Give premiums, if you cannot do it otherwise. The offering of premiums is becoming indispensable to live publishers. Circulation is a corner stone to your business. You must have it. Get it. Use any legitimate means, but get it.

Some of the rules I have laid down are, perhaps, hardly worth chronicling. We have followed them, however, and notwithstanding our peculiar situation living right alongside a city with four large dailies, all of which have reporters in this city, and every edition of which is circulated here - they have led us to a measured success.

The Rogers' Typograph in an office of our dimensions is an unqualified success, and the publisher who does not use it is losing a great deal of money which he might just as well keep in his pocket. A comparative statement of what we do with the two machines and what the same could be done by hand, will be of interest:

## MONTH OF APRIL.

Set in 4 weeks, 930,000 ems at 8 cts	\$ 74 40
Cost of machine rented	20 00
Interest and wear and tear on machine purchased (1,500)	10 00
Gas, oil, rags, repairs, etc	12 00
	\$116 40
Hand composition, 930,000 ems at 25 cts	\$186 00
Wear and tear on type, estimated	10 00
	\$196 00
Saving by use of machines	\$79 60

This is not selected as a month when a particularly good showing was made, but is an average of our produce. We have been using the machines for over two years.

We find our machines of advantage on a late "take." Say at three o'clock a column of matter comes in that must go in that day. Our two operators by pulling out can have that in the form by 3.30, while it would take twice that time and a serious delay if divided among the composing staff. We believe, too, we save one man's services on the forms by the use of the machines. Our foreman, besides looking after the copy, the make up of "quack" advertisements, etc., makes up 40 forms weekly. A staff of compositors to keep in takes and the difference in handling type compared with the machine slugs, would require the services of two men.

We sell our space on the old scale system, viz., so many inches, three months, a year, etc., for such a sum, although we