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THE WEEKLY PRESS.

THE FUTURE OF THE WEEKLY. Experienced judges of these things in the United States say that the day of doom for the city weekly is in sight. In the magazine field, the monthly is pre-eminent. The New York Ledger, the illustrated story weekly which made the Bonners a large fortune, announces its transformation into a monthly. The weekly issue of city dailies are no longer what they were.

In Canada, it is equally clear that the city weeklies have not made a tithe of the progress scored by their daily editions. The possible exception is The Montreal Star, but that is owing to its magazine and literary features. It cannot, and does not try, to take the place of the town and village weekly. All the signs go to prove that the country weekly—strong in local news, independent in tone, well turned-out mechanically—has an unassailable position if its proprietor knows how to use his advantages.

PAYMENT IN ADVANCE. The imposition of postage on Jan. 1 has caused a great many publishers to issue circulars to delinquent and other subscribers. These have, in all cases reported to PRINTER AND PUBLISHER, had good effect. The result just shows how a stiff backbone, on the subject of both advertising and subscription rates, tells in favor of the paper. F. B. Elliott, of The Burlington, Ont., Record, sent the following:

"The reimposition of postage on newspapers, which is about to be carried out by the Post Office Department at Ottawa, is

going to greatly increase the cost of production to local and metropolitan journals, and the subject of raising the rate of subscription has become one of considerable moment to publishers. Some weekly newspapers, where the circulation is confined within a constituency of compactness, have decided that they can still give their subscribers their paper for \$1 per annum if all subscriptions are paid in advance, and The Record is among those who have so decided. For the most part, The Record has adhered to this rule, but there are some of our readers who have fallen behind in their subscription, and you are one of them. We, therefore, respectfully urge that your settlement of the enclosed account will be made at an early date."

It caused nearly everyone to pay up. Times being better, of course, may have helped. The subscription notice sent out by G. B. Wilson, of The Brandon, Man., Sun, was also admirably to the point. It read:

"We have received notice from the Postmaster-General that in accordance with 61 Victoria, Cap. 20, postage will be re-imposed on newspapers after January 1. This compels us to put our subscription list on a cash-in-advance basis, and we accordingly attach a blank form for remitting for 1899 (\$1) and 1897 and 1898 arrears if any. Although the price, when in arrear, is \$1.50 per year, yet, to close up our books and get them on a cash basis before January 1, we will accept \$1 a year for arrears up to that date only. These amounts, while small to you individually, are very large to us in the aggregate. We will, therefore, take it as a special favor if you will make note of it and send us the amount at your earliest convenience. The Western Sun now contains sixteen pages, and, as a local and general paper, has no equal in the Province, and, as it costs you less than two cents a week, we feel confident that you will not allow your subscription to lapse, nor withhold your financial support though the amount may be small. N.B.—Postal Note for \$1 or \$2, costs 2c., for \$3, 3c." Attached to this was a subscription blank for filling in, with a perforated line for tearing off. It could not be improved upon.

PRINTING SENT AWAY.

Hamilton is a good deal stirred up by Toronto's efforts to get away some of its factories. A correspondent, apropos of this, calls attention to the fact that the printing of a large financial institution in Hamilton is done in Toronto. Also, that the printed forms of nearly all the Hamilton law firms are supplied from the same place. A plea for home printing is in order. When the merchant