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J. B. MACLEAN,
President.

HUGH C. MACLEAN,
Sec.-Treas.

THE WEEKLY PRESS.

THE NEWS DEPARTMENT.

 DAILY in one of the smaller cities contained 30 or 40 interviews with prominent citizens on a municipal question. The interviews were brief, from one to six lines. They were intended to show, and did show, local feeling on a municipal issue. The matter only made a column, but was set off with a good heading. The same idea might often be worked up in a town weekly. Some question comes up and there is talk of submitting a bylaw about it to the ratepayers. The principal ratepayers should be seen beforehand, and their opinions given briefly. One man would not want to talk alone, but when the whole town talks he does not mind. These interviews would give the current of opinion, and let the town and district see exactly how useful a newspaper is. The editor finds it necessary in these days, when the city press at cut rates invades the weekly field, to demonstrate the value of a local paper. The dailies are now getting supplies of news from the smallest villages, so that a weekly must have features of its own to retain its readers. Reference has already been made in this column to the display of local news. Several contemporaries do this well. The Simcoe Reformer's first page is a model in this respect, and could hardly be improved upon. If, for reasons of advertising, you hesitate to clear the first page for reading matter it can be begun on the first and continued to another. But in all cases, if possible the paper when unfolded should be bright and newsy.

MERCHANT AND PRESS.

A country editor, remarks The Petrolia Advertiser, says he wrote a strong article on patronizing home industries and one of the storekeepers wrote to him thanking him for the sentiment

on a letter head printed in Toronto. Of course there should be give and take about this matter. If the local paper is going to preach buying at home, it should be on the distinct understanding that there is printing at home also. The publisher has as much right to local patronage as the merchant and he should not hesitate to say so in print.

A SUPPLEMENT EACH WEEK.

The Kamloops Sentinel announces its intention of issuing each Tuesday (regular publication day of its eight-page weekly being Friday) a four-page supplement, which will be mailed or delivered to subscribers free of charge. The Sentinel is a well-managed paper and knows its own district and interests better than we do. But the supplement means an extra paper for the same week, and unless you repeat all the ads. you are likely to offend some. If a publisher is going to increased expenditure there should be increased patronage in sight. The Canadian public are better served by the press and at a lower price than any community we know of, and publishing is getting to be too much like a huge philanthropic scheme for the benefit of mankind and civilization.

EDITORIAL IN THE WEEKLY.

One of the arguments used by Mr. Cooper in his article elsewhere PRINTER AND PUBLISHER does not agree with. That is the undesirability of editorial in every issue. The reader wants the local paper to have an individuality and a policy just as much as the city daily. Why not? The chronicling of news is the first duty, but people like opinion as well. The editorial "we" is as potent as ever, and there is a direct business advantage to be gained from a local paper which has opinions and is not afraid to express them. There are many topics of live interest to a town which will never be discussed in print at all unless the local journal discusses them. The editor becomes a force in the community by having an opinion on the new bylaw, the latest railway scheme, or any other local project. There are also subjects of national importance with which a local paper is specially qualified to deal. An opinion on the cheese industry has a greater value in a paper published in a dairying district than when it appears in a city journal. On party politics, too, a well-balanced article will be read and appreciated in a local paper. There may be cases where it pays to avoid editorials and employ the space for news, but we do not know of any. To be really vigorous in conducting a newspaper it is impossible to avoid the current issues which people are talking about. You invite competition from the city press, when you omit all editorial discussion. The