

Printer and Publisher.

VOL. VII—No. 10

TORONTO, OCTOBER, 1898.

\$2.00 PER YEAR.

The MacLean Publishing Co., Limited

President,
JOHN BAYNE MACLEAN,
Montreal.

Treasurer,
HUGH C. MACLEAN,
Toronto.

PUBLISHERS OF TRADE NEWSPAPERS THAT CIRCULATE IN THE PROVINCES OF BRITISH COLUMBIA, NORTH-WEST TERRITORIES, MANITOBA, ONTARIO, QUEBEC, NOVA SCOTIA, NEW BRUNSWICK, P. E. ISLAND AND NEWFOUNDLAND.

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) 12 St. Ann Street.
NEW YORK, (M. J. Henry) - 14 Irving Place.

Subscription, \$2.00 per annum. Single copies, 20 cents.
Cable Address: "Adscript," London; "Adscript," Canada.

THE WEEKLY PRESS.

A WANT COLUMN.

The St. Mary's Journal runs nearly two columns of small ads., in the shape of a want column. It gives the paper a city appearance, and furnishes that class of advertising matter which helps to give dailies like The Toronto Telegram and Montreal Star part of their large circulation. The weekly has always a number of small ads. which can be brought together in this way. The Journal's column contains "wants," "for sale," "strayed and lost," and several business cards.

THE POSTAGE QUESTION.

Some ill-feeling is being stirred up by the near prospect of postage on semi-weeklies, while weeklies will be carried free. This is one of the most unfortunate features of the new Act, which comes into force on January 1. If postage had been imposed equally upon all, publishers might have found it possible to raise subscription rates, but, where the weeklies are not touched, the semi-weeklies must simply bear the loss. The Brockville Recorder makes the best defence possible for the new Act, when it says: "The line has to be drawn somewhere, if postage is to be changed at all, and the Government has placed that line at the people's papers, the weeklies, and if any publisher wants to split his weekly in two and compel the post-offices and mail clerks to handle it twice instead of once, he should not blame the Government. The regulation is simple, as fair as could be made, particularly in regard to the frequency of the publications, unless all papers are to be carried free." As far as we can hear, however, the publishing interest does not believe in the discrimination, and will be disposed to heed The

Brockville Times in saying: "It was argued that it was difficult for the Post Office Department to distinguish between newspapers having a genuine subscription list and publications with a fake circulation, and, in view of this, a number of leading newspapers supported the proposal to reimpose postage. But Mr. Mulock's Act exempts the very class of publications that it was proposed to reach. There is probably not a single fake publication among the daily and semi-weekly newspapers, but these all have to pay postage, while weekly publications are allowed to go free, within a territory forty miles in diameter. Of course, a very large number of the weekly publications are genuine newspapers, but it is not fair that they should be treated differently from the daily and semi-weekly papers." When the Act is enforced, in a couple of months, a good deal of annoyance will be felt, simply because a discrimination is made.

EXCHANGES WITH BRITAIN.

The suggestion of W. F. Maclean, M.P., of The Toronto World, relative to exchanges with British papers and periodicals, is arousing much interest. The advent of Imperial penny postage, which is decidedly a good move on Mr. Mulock's part, does not provide any closer connection between the publications of the two countries, and yet some means to bring this about should be devised. On this subject Mr. G. H. Hale, of The Orillia Packet, writes to PRINTER AND PUBLISHER:

"I think two rates of postage on newspapers and magazines—one for subscribers and transients, the other (or no rate) for exchanges—would prove perplexing and unsatisfactory. Why not restore the rate of 1c. a pound for copies from the office of publication? With that rate—which would cover cost—there would soon be a large interchange of newspaper and periodical literature between Canada and the Mother Country, and, from a Canadian standpoint, it would prove more certainly beneficial than any practicable expenditure on emigration agents in the United Kingdom. This has been my idea all along, and I know that Sir Charles Tupper and other statesmen concur in it. But the cent per two ounces was imposed in order to extract something from publishers who were getting too much for nothing."

Mr. Hale is entitled to be heard on the question of Imperial penny postage, as he has long been a steady and devoted friend of the reform. He has just received the following letter from Mr. Henniker Heaton, M.P.: "Osborne Villa, 17th August, 1898. From this romantic spot, in Bohemia, where he is resting, Mr. Henniker Heaton desires to express his grateful acknowledgments and heartily thanks the editor of The Orillia Packet