

INTRODUCTION.

The number of Newspapers and Periodicals enumerated in this edition of the AMERICAN NEWSPAPER ANNUAL is 21,225, an increase of 83 only over the number given in the issue for 1895.

It will be seen from these figures that the shrinkage in the net increase in Newspapers and Periodicals has continued during the greater part of the year 1895.

The net gain given in the ANNUAL for that year was 368, a large decrease from the previous year which showed a gain of 659. It was thought probable that the mortality had reached its greatest point in the fall of 1894 and that the year now closing would present a more prosperous condition. This expectation has not, however, been realized—the deaths, suspensions and consolidations continued increasingly during the first nine months of the year and were especially noted in the larger cities and towns; New York, Chicago, Philadelphia and Boston contributing heavily to the death list.

The usual number of new ventures have been started during the year—indeed, in the early fall the number of new papers was excessively large, one week at least, showing a larger list perhaps, than ever before in a like period. As a large number of these papers were evidently issued for campaign purposes, very few have been admitted to this issue. Experience teaches that it is not wise to insert every paper that comes to hand in its first or early number, for, while the exclusion may be unfortunate in a few instances, much dead matter is thereby kept out of the book; not a few of these ventures never reaching beyond their first number, and very many failing to maintain an existence of over a few weeks.

The conversion of the weekly into a semi-weekly still continues, although not to so great an extent as in 1894; the gain in that year was 102—this year it reaches only 45; in a number of instances, publishers having tried the experiment of a semi-weekly for a few months, have gone back to the weekly issue. This number does not include the “weekly in two parts,” however. The desire for novelty is apparent in some of the so-called semi-weekly issues, More than one publisher issues a weekly paper in the early part of the week and another two or three days later which he calls his “semi-weekly,” and at least one enterprising man publishes a paper on Monday in one town and another on Wednesday at another place some miles distant and calls the two papers a “semi-weekly;” while still another announces that, in future, his paper will be styled the “Half-Weekly so-and-so.” We fail to appreciate these new departures and trust that they may be short-lived.

The monthlies again show a falling off in number. The loss last year was 102, this year it reaches 88, and the decrease in the semi-monthlies is exactly the same as in 1894, viz: 10. Among the most noticeable losses and gains in the States and Territories, we find the following: Kansas, which suffered a loss of 34 last year loses 31 more this: Missouri, which