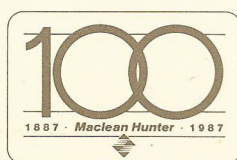


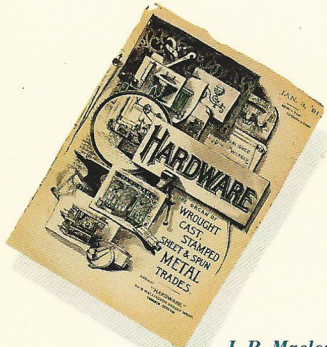
**"I WANT TO GET OUR PUBLICATIONS
RECOMMENDED BY READERS
PRIMARILY BECAUSE OF THEIR VALUE
AND INTEREST AND THEIR
RELIABILITY AND FEARLESSNESS."**

John Bayne Maclean

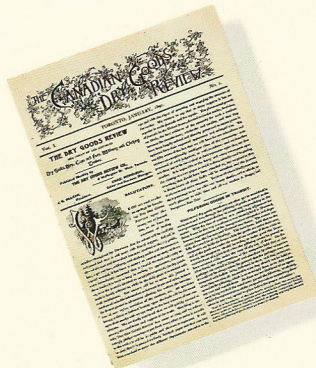




J. B. Maclean launched his enterprise with his first issue of *CANADIAN GROCER* in 1887. The first front page probably resembled this one from 1889.



J. B. Maclean established *HARDWARE* in 1888, when a group of men in the metal trades asked him to do for their business what he was doing for grocers.



The company founded *CANADIAN DRY GOODS REVIEW* (later *STYLE*) in 1891 as "the organ of the Canadian dry goods, caps and furs, millinery and clothing trades."

The year was 1887. The scene: Toronto, Ontario, in the 20-year-old Dominion of Canada. John Bayne Maclean, 24, assistant commercial editor of the daily *Mail* for two years, had been gathering more news than the paper could print. Developments in the livestock, butter and egg markets commanded so much space and no more.

Understanding the importance of such commercial news to businessmen, Maclean decided to launch a specialized publication to carry it. He acquired all rights to the title, *Canadian Grocer*.

Few newspaper reporters at the time earned much more than \$10 a week. Even so, the shrewd, energetic and thrifty young man had managed to save about \$2,000 over five years.

Having raised an additional \$1,000 from investors, Maclean resigned from the *Mail* in July. On September 23, 1887, three days before his 25th birthday, he published his first 16-page issue of *Grocer*.

Orders for advertising and subscriptions (at \$2 a year) began to pour in. By the third issue in November, the new trade paper was in the black.

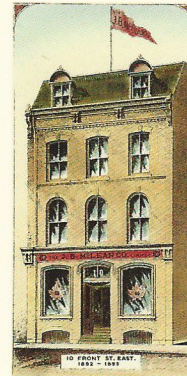
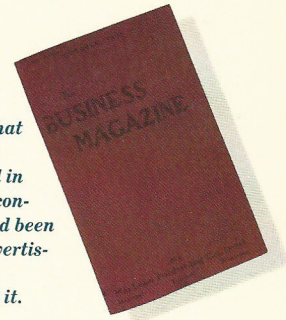
Such was the beginning of the enterprise that 100 years later would be known as Maclean Hunter Limited, which still publishes *Canadian Grocer* today.

J. B. Maclean had bought out his backers by 1890. He built his business by reinvesting the profits, paying himself only a modest salary. He would die a wealthy man, but his estate would not be amassed at the company's expense.

In 1905, he acquired *The Business Magazine*, a consumer publication whose title he first changed to *Busy Man's Magazine* and finally to *Maclean's* in 1911. Today it is Canada's national weekly newsmagazine.

Maclean and a young friend named Stewart Houston founded *The Financial Post* in 1907. Today it is Canada's

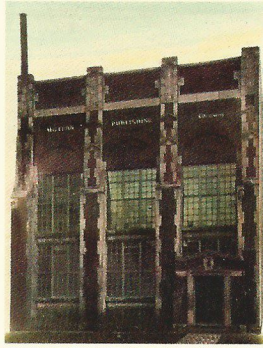
The first issue of what would later become *MACLEAN'S* appeared in October, 1905. The consumer magazine had been published by an advertising agency before Maclean purchased it.



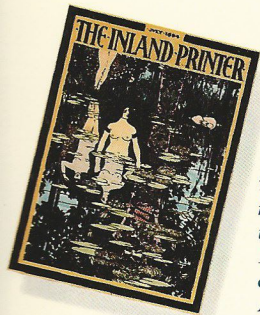
The company's first real estate asset was 10 Front Street East, Toronto. The building housed the entire operation, including typesetting and printing.



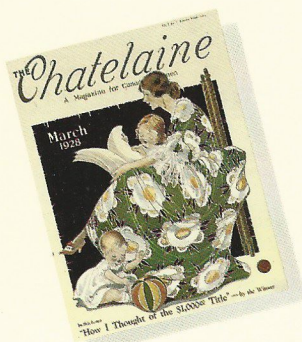
***THE FINANCIAL POST* made its debut in January, 1907. The front-page logo and typography appeared much as they did in this issue from 1908.**



In 1909, the Maclean company acquired a block of land at University Avenue and Dundas Street, Toronto. The office building, erected in 1910 as 149 University Avenue, later became 481 when the street was renumbered.



The Maclean company first ventured into the international market in 1927, with the acquisition of INLAND PRINTER (now AMERICAN PRINTER) and the establishment of a publishing operation in Chicago.



The first issue of THE CHATELAINE (shortened to CHATELAINE in the 1930s) appeared in March, 1928. A British Columbia woman won a \$1,000 prize for suggesting the name.

national business and investment newsweekly.

Later, J.B.M. asked the nation's women to propose titles for a new magazine he had in mind. One of them suggested *The Chatelaine*, and so it came to be in 1928. Today, as *Chatelaine*, it is the predominant women's magazine in Canada.

Maclean first ventured into **international publishing** in 1927 with acquisitions in the U.S. In 1930, he acquired his first periodical in Britain and his first **French-language** business publication in Quebec.

The company would later make a contribution to the social, cultural and political life of Quebec with the start in 1960 of *Châteline/La Revue Moderne*, an independently edited sister to *Chatelaine*, and the launching in 1961 of the forerunner of *L'Actualité*, now the province's number-one current affairs magazine.

Thirty four periodicals were being issued under the Maclean name when he died in 1950. By his design, majority ownership and control of the company passed to Horace T. Hunter.

Hunter, a born manager, had joined in 1903 and advanced rapidly. He acquired a substantial minority ownership position and eventually the presidency in 1933.

To reflect his succession, Hunter's name was added to the company's in 1945. When Horace Hunter died as chairman in 1961, his enterprise was large and successful, but still essentially a periodical-publishing house.

At the same time, the organization had begun a process of long-term diversification. While publishing would remain the traditional base, the whole world of communications lay open for exploration.

That year, the company made its first venture into **broadcasting**, acquiring a 50% interest in radio station CFCO, Chatham, Ontario. It made its first move into **trade shows** with the Plastics Show of Canada.

The Maclean Publishing Co. Ltd.

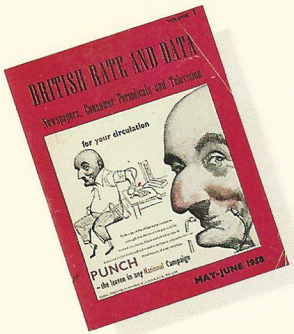


◆ **Maclean Hunter**

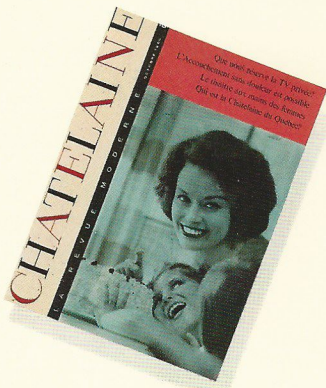
The flaming torch and the motto, "Fear not when doing right," served as the company's logo until the 1960s, when the stylized 'mh' and a red maple leaf replaced it. The present corporate symbol was adopted in 1980.



The Maclean Hunter printing plant in Metro Toronto, opened in 1948, won a Governor General's Medal for architectural distinction.



*Maclean Hunter's British company acquired the rights to **BRITISH RATE & DATA** in 1958. Under the new management, it became an enormous success and remains the top revenue producer today.*



*Maclean Hunter had been publishing in French since 1930, but the company made an historic entry into the Quebec consumer market with **CHATELAINE/LA REVUE MODERNE** in 1960.*



*A control room of **CFCN-AM** in Calgary as it appeared during the late 1960s or early 1970s. Maclean Hunter acquired the Calgary broadcasting operation in 1966.*

The diversification and expansion went ahead under three chief executive officers, Floyd S. Chalmers, Donald F. Hunter and Donald G. Campbell. In 1965, Maclean Hunter stock was listed and traded publicly for the first time.

In 1966, the company moved into television with the acquisition of CFCN-TV in Calgary.

The company made its first thrust into Canadian cable television in 1967. The following year, in line with reality, Maclean Hunter Publishing Company became Maclean Hunter Limited.

The company entered wholesale book distribution in 1970.

While long familiar with periodical printing, Maclean Hunter moved into another field of the graphic arts, business forms, with the acquisition of Data Business Forms in 1971.

Radio paging came next in 1972. The company entered the U.S. cable-television market in 1975 with the acquisition of Suburban Cablevision in New Jersey.

The "family company" era ended in 1976, when Donald Hunter (prior to his premature death) in effect relinquished control of Maclean Hunter to the company itself.

In 1978, the company passed another significant milestone. Publishing revenue, while still the largest single component, had declined to 50% of total revenue.

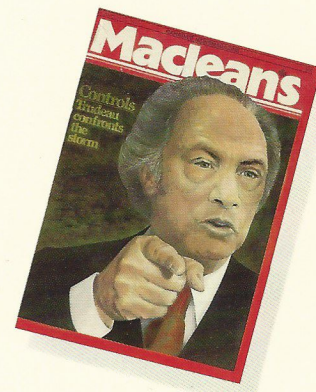
Access to the huge U.S. business-forms market opened up in 1980 with the acquisition of a majority interest in Transkrit Corporation.

Maclean Hunter acquired a stake in three daily newspapers in 1982 with the purchase of 51% of Toronto Sun Publishing Corporation. A fourth in Texas joined the Sun group in 1983.

Today, in its 100th year, the company holds a much enlarged position in all of the fields it serves. It will continue to seek opportunities under the direction of Donald Campbell, now chairman of the board, and Ronald W. Osborne, who became chief executive officer in 1986.



A dish antenna goes into place during the construction of the company's Suburban Cablevision cable-TV system in New Jersey in the middle 1970s.



*Inflation and wage-price controls were in the news when **MACLEAN'S** went biweekly in 1975.*



***THE TORONTO SUN** announced Maclean Hunter's acquisition of a 51% interest on February 26, 1982.*

Our company, in celebrating its centennial, looks back on 100 years of service to customers, readers, advertisers and the public good.

We began in a one-room office as a one-man publishing venture. We are now a diversified communications corporation with about 9,900 employees and a gross revenue in excess of \$1 billion.

Our products inform and entertain. They make businesses more efficient. They stimulate economic and social progress.

On the long road to the present, our products have earned a reputation for honesty, quality, dependability and independence. Some of our editorial campaigns have influenced the course of major events.

We have been a showplace and nurturing bed for talent. Names such as Thomas B. Costain, Pierre Berton, W.O. Mitchell and Peter C. Newman are embedded in our history.

This commemorative folder presents merely the highlights of the company's origins and evolution.

