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## THE WEEKLY PRESS.

THE FEATURES OF A THRIVING WEEKLY.

**T**HE size of a town in which a country weekly is published does not, by any means, determine the quality or success of that publication. A striking illustration of this fact is given by The *Almonte Gazette*, which, while published in a town of less than 3,500 inhabitants, is a production that will compare favorably with any country weekly in Canada, and that well deserves the success which has attended the efforts of its publishers. It is an eight page, fifty-six column weekly, divided in two sheets, each with a large headline, etc. The first and eighth pages contain the local news, eight columns in all, combined with six columns on the third and fifth pages, give a liberal quota of personal news. Five columns of editorial matter on the second and fourth pages and seven columns of information concerning farm stock, farm and garden, the dairy, on the second, sixth and seventh pages give food for thought for the thinkers among the readers. A column of W.C.T.U. matter is contributed each week by the *Almonte* branch of the W.C.T.U. A tasty calendar, two columns wide and a quarter column deep, graces the second page. Two columns of miscellaneous matter on the seventh page make a total of almost thirty columns of reading matter, all of which is of deep interest. The remaining twenty-six columns are devoted to advertising. Altogether, it is a first-class country weekly, and

PRINTER AND PUBLISHER would like to be shown any feature in its make-up that cannot be called a good one.

### SUCCESS OF THE TRI-WEEKLY.

Mr. H. Logie, editor of Mr. Morehouse's paper, The *Sherbrooke Examiner*, was in Toronto last week, and speaks favorably of a tri-weekly edition. The *Examiner*, which has entered its twenty-first year, is one of the best-known newspapers in the Province of Quebec. Its job office is a large and successful one. The paper is issued in four-page, seven-column size twice a week, and on Friday eight pages. It is nearly all home set, and a feature is made of having local events reported fully. It is a moderate newspaper in politics and aims at having correct reports on all subjects. It champions home interests and home merchants as against those in other cities, Montreal, for instance. Now, the case of The *Examiner* is interesting because its local contemporary, The *Sherbrooke Gazette*, issues a daily at present, and few publishers would recommend meeting daily competition with a tri-weekly. But The *Examiner* finds the tri-weekly arrangement a successful one. Its circulation has gone up over 800 in a few months, and the district round about, which is a prosperous one, yields many a subscriber.

### THE POSTAGE QUESTION.

The *Toronto Star*, one of the journals which advocated the abolition of free postage, has been criticized for the following editorial paragraph in its issue of July 25 :

As Canadian newspaper publishers are to pay for the carriage of their goods through the mails—a most reasonable charge—the Postmaster-General and his colleagues in the Government should see to it that United States newspapers, published in the United States, are subject to at least the same charge. It would not be fair to Canadian publishers to compel them to pay postage, but to allow free competition to papers printed in Buffalo, Detroit, Chicago and New York. To do that would simply be to bonus papers printed in the United States and circulated in Canada, and that the Government at Ottawa surely does not wish to do. If Mr. Mulock will devise a scheme to charge postage on these United States papers, he will, perhaps, be forgiven by even those Canadian publishers who desire to get something for nothing, in the shape of free postage.

Of course, Mr. Mulock cannot do this. Each country carries the letters and papers of its neighbor free from the border by a special arrangement, which it would be gross impolicy to terminate. No doubt it operates, in the newspaper field, disadvantageously to Canada. This was one of the arguments raised at the time Mr. Mulock's policy was discussed.