

## PLAN FOR AN EIGHT-PAGE WEEKLY.

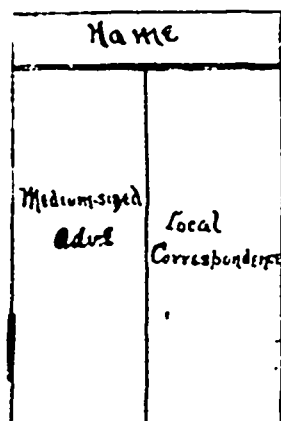
BY THE EDITOR.

EVERY editor should have some general plan on which to make up his paper. Every department should have its place, and everything that goes into the paper should belong to some department. There are a hundred different ways of making up a paper, and ninety-nine of them may have many arguments in their favor. The appearance and general arrangement of the paper depends on the taste of the editor. To produce an artistic paper, you must have an editor with an artist's sense of the beautiful and of the harmonious. He must be able

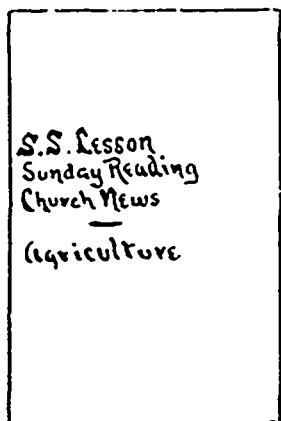
carefully studied out and decided upon, and one which he follows steadily and unswervingly.

The first page in the chart is half advertising and half correspondence from surrounding villages and townships. The advertisements should not be too large, or the paper will have the appearance of a poster. The largest advertisements should be kept on the eighth page, where they will be sure to be seen, but where a neat appearance is not so necessary as on the first page. If possible the advertisements should be single column width and not over a half column in length.

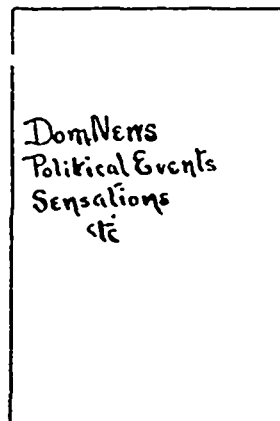
The fourth page is the editorial page. Every eight-page



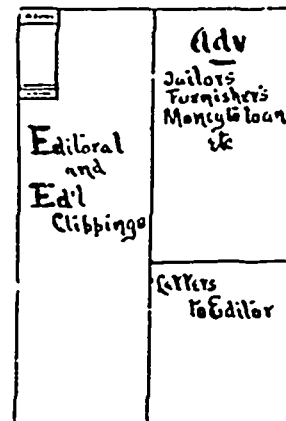
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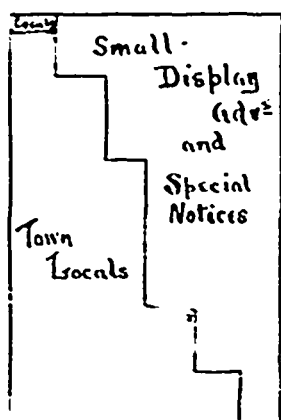
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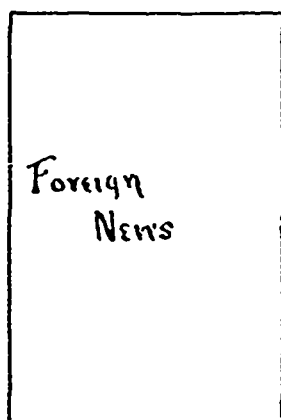
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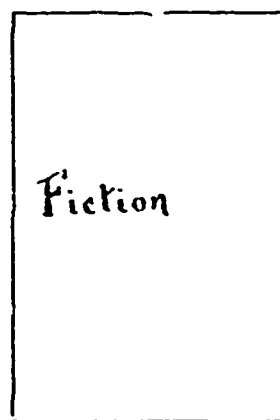
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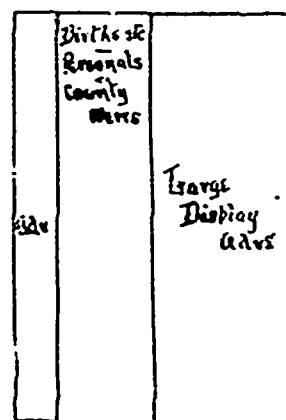
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with his mind's eye to know whether a paper will look properly before it appears, judging from the arrangement proposed.

To produce this characteristic in an editor, he should have a course in drawing, including freehand, perspective and pencil-sketching, or crayon work. This will train his eye, and develop his artistic faculties. He must be a student of art, of sculpture, and of pictures. He must have a distinct knowledge of harmonious combinations, both of form and color. Some men have this quality naturally, so that it needs little cultivation. Other men have little of it naturally, and consequently careful training alone will develop it in them.

The following chart will enable the reader to grasp the writer's idea for the arrangement of the matter in a six-column eight-page weekly. What is needed most in Canadian papers of this style is a settled plan of arrangement, not necessarily the one given here, but one which suits the editor, one which he has

weekly should have three columns of editorial—one or more original, but one, at least, on town and county matters, and the other two original or clipped on Dominion or provincial politics. A little over a third of three columns is left for letters to the editor. This is essentially the men's page, and the advertisements which particularly interest the males of the community.

On page 5 comes the town locals. They are placed here so that every reader will be compelled to open the journal and glance at pages 4 and 5. If placed on the eighth page, as many papers have them, there is too much good matter on the two outside pages, and too little on pages 4 and 5. Publishers of this size of paper put too much of their affections on pages 1 and 8; and do not save enough for the two competing pages. The advertisements on this page should be the small ones from a half-column down to the three liner.

Then on page 8 come "personal notices," "county news,"