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THE WEEKLY PRESS.



THE plan carried out at the last meeting of the Press Association by Mr. Thompson, of Thorold, and others, of organizing a section where matters specially pertaining to the weekly field could be discussed, was a good idea. The same principle, modified, seems to have actuated the Toronto newspaper men, as recorded elsewhere. In Canada the newspaper men are separated by distance. The formation of district and provincial associations shows the difficulties in the way of a Dominion body. Ultimately, no doubt, one will grow into existence, as Mr. Brierley has so wisely advocated. Meantime, the drawing together of the newspaper men in their own localities is a good tendency. Once organized in this way for local purposes, there seems reason to think that the desirability of having a common authority will become apparent. The weekly publishers, therefore, in the association may have started a movement outside of their own ranks which will have important consequences.

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Reference has been made before to the poor policy displayed by weekly editors in allowing the discussions of party politics to become too acrimonious. The local editor is so close to his constituency, and is personally so well-known, that angry feeling does harm to the business interests of his paper. An instance of the fairer method of treatment of opponents is that which Mr. Eedy, of The St. Mary's Journal, displayed. The Journal was expected to copy an attack made upon the chosen candidate of the opposite party. But it declined to do so, stating frankly that while it would support the regular nominee on its own side when election time arrived, it was strongly indisposed to circulating discourteous attacks upon the man on the other side of the political fence. "Such methods," concluded The Journal, "defeat the very purpose they are intended

to accomplish. It is a sad reflection on our day and generation that a man cannot aspire to a public position amongst his fellowmen without being made a butt for the abuse and abominable insults of every unprincipled individual who may differ from him in creed or in politics. The Journal at least will be a party to no such methods; nor will it lend its columns for love or money to either the individual or the party that adopts such tactics." Now, without going into the moral considerations at all—and these, of course, are wholly admirable—it is clear that a policy of this kind is manly and will appeal to the sense of fairness which is found in every community. And thus the paper benefits.

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The question of illustrating the weekly is yet in its early stages. We see excellent attempts in special numbers, where a superior grade of paper is used and artistic results are aimed at. But there is a middle ground which might with advantage be developed to a greater degree. Local events and prominent individuals are usually overlooked except when the special number is being brought out. The obstacle to regular attention to this class of work is the cost. But new methods are coming to the front. The editor can have his own camera, and with some knowledge of new processes he can print from zinc etchings made by himself. Or he can have his own photographs turned into cuts at a moderate cost by city establishments. The feature is worth more attention than it gets, and would greatly enhance the popularity of the local paper, because it would be practically beyond the reach of outside city competition.

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Any town so situated as to be capable of becoming a summer resort ought to be glad to have its paper work up that feature. A summer-resort number, in such cases, might well be worth both the town's and the publisher's while. Last summer in Digby, Nova Scotia, The Courier found by enquiry that 3,200 tourists had visited the place, and a calculation was made of the actual money gain to the locality by the growth of tourist travel. It was estimated that during the whole season a sum not far from \$36,000 was spent by these visitors in the hotels, stores, etc., in most instances by merely transient guests. There are places well adapted for permanent summer residents as well. The advertisement of an enterprising local hotel in a city journal is not enough. The place should be written up from this point of view and a souvenir number of the local paper is the best way of doing it.

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Akin to this, but more specially intended for new towns, is the suggestion made by the veteran newspaper man, George H. Ham.