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## THE WEEKLY PRESS.

TO SECURE AND RETAIN CORRESPONDENTS.



**F**EDITORS often have trouble in maintaining a satisfactory correspondence department. The National Printer-Journalist has been showing how Mr. Folsom, editor of The Argus, an Arkansas paper, works this, and the plan may contain some points of interest to Canadian editors. In the first place, the proprietor of the paper had in his own mind a very high opinion of the importance and dignity of the country correspondent, and of the standing and qualifications necessary to one who was to fill that position. Having this high ideal, backed by judgment and enthusiasm, he was able to impress others—and those the prominent men and women in the different communities—with his views. The result is, so far as we have been able to investigate, that The Argus undoubtedly has one of the largest and finest lines of correspondents of any paper in the country, and, of course, the proprietor of that paper is very proud of the fact. It was no little work, however, for him to enlist those whom he most wanted in the ranks, and to impress on them the importance of their work. Among them are numbered preachers, teachers, merchants, farmers, lawyers and intelligent young women. In making selection of correspondents great care was used to get only the best and most responsible citizens of the respective communities. Each was furnished with stationery and stamps, and with a reasonable number of subscriptions to the paper to send as complimentary to their relatives or immediate friends. As an

inducement to regularity and punctuality on the part of correspondents, Mr. Folsom instituted a prize contest, offering a \$20 prize himself. In addition to this he secured the offer of similar prizes by the merchants of the city, in the way of the best pair of handmade shoes, a \$5 silk umbrella, a fine pattern hat, etc., for the second, third, fourth, and so on in the contest, so that each and every one of the correspondents would receive some prize. The merchants offering the supplementary prizes receive full value for their enterprising gifts in having their offers stand prominently in the paper throughout the year, and having attention called to the same by the paper and the correspondents. Then an annual outing of the correspondents is given each year. These pay ten times the cost in more ways than one. The publisher keeps in close touch with each of his correspondents by writing or going to see them regularly.

The rules governing the prize contest were given in the paper as follows :

"Every communication sent in for publication to count four points; every new yearly subscriber, eight points; every new subscriber for six months, four points, and every new subscriber for three months, two points. At the end of the year, the correspondent having the greatest number of points will be awarded the prize. The points for new subscribers are offered so that the correspondent who enters the contest will have an opportunity to 'catch up' with the others.

"No correspondent will be allowed to write more than one letter each week, except in cases of important happenings occurring soon after the regular letter has been mailed. Then it may be supplemented with another report, and two letters will be credited.

"No letter will be credited if not received in time for publication the week it is written, unless there is evidence to show that it was delayed while en route. No subscription to be counted unless accompanied by the cash.

"A true record of the work of each correspondent is kept, and the result published from time to time. Every correspondent is urgently requested to also keep a record of his own work, so as to compare with the published reports. The contest began the first week in February, and closes on Thursday, December 29, 1898.

"The object in inaugurating this contest is to induce correspondents to write every week, even if the letters are short. We want to publish news while it is news."

### THE WEEKLY FIELD.

There are at present, as there are at nearly all times, some good weekly newspapers in Canada for sale. Sometimes, a