

is simply a fool not to use it. But, whatever the editor's talents in writing may be, he should give his paper a character by expressing an opinion. A man without an opinion is a nonentity, and a newspaper without editorial does not strike its roots very deep in the soil of its locality.

\* \*

#### HELPING ONE'S SELF.

The Orillia Packet office does some nice printing, and one of its achievements is a card setting forth the features and merits of the paper itself. This is good policy. A newspaper which is always preaching the value of advertising to its patrons must in some way take its own medicine. The Packet writer has, in four short, expressive sentences developed on this card the outstanding features of the paper: 1. That it aims to give all the news of the town and district. 2. That accuracy as well as readability is aimed at. 3. That the interests of the locality are the paper's care. 4. That market reports and other special information make the paper worth much more than the subscription price. This all forms a very good model of what an office card should be, and it is nicely printed as well in two colors.

\* \*

#### USED FOR WRAPPERS.

Not long ago, mention was made of the practice usual in some offices of turning everything that came in into wrapping paper. In this way valuable blue books and other material received were simply used to wrap up out-of-town subscribers' copies. It happened in one case that a weekly publisher sent out in this way a practical report on a subject of intense interest to every farmer, that is to the subscribers of the journal itself. One publisher took no stock in this criticism, and showed his indifference to our valuable and weighty opinion in a highly humorous way. When the next issue of PRINTER AND PUBLISHER came to hand he turned that into the mill too, and the copy of his paper which reached this office was wrapped up in the very page of PRINTER AND PUBLISHER which contained the original criticism. That man is a thoroughly courageous individual. He will defend his position with the patriotic determination of the Boers, and one likes him none the less for his sturdy independence. But he is wrong nevertheless.

\* \*

#### NEW ADVERTISEMENTS.

Reference is often made to the stale advertisement. There are some weeklies still carrying Christmas ads. At least, there were a week ago. One example of an entirely different class of merchant—the down-to-date, enterprising man—is afforded by The Kingsville Reporter. Mr. C. W. Hendershot, a big merchant of that place, is noted for his good advertisements. They are quite a feature of the paper. In the issue for March 15, for instance, Mr. Hendershot's ad. is entitled, "Four Weeks Till Easter," and therefore attracts readers who look ahead, as all intending buyers do. It helps a paper to have ads. of that kind. Any effort required to stir up the merchants who won't change their ads. is time well spent.

## ECHOES OF THE DAILY PRESS.

### BUILDING UP A CIRCULATION.

WHEN The Montreal Herald abandoned the morning for the evening field, it must have practically thrown aside its former circulation. At least, it changed the basis of its former constituency, a change involving a complete reversal in its relations to its readers. This radical move must have entailed much fresh effort to gain and hold a new constituency. It is very creditable to Mr. Brierley and his coadjutors that The Herald's circulation has now passed the 20,000 mark. There is a wealth of suggestion for other publishers in this feat.

\* \*

### A NEWSPAPER OPENING.

A daily allied with a party usually—although not necessarily—advances and declines, more or less, according as the fortunes of the party progress or recede. The Winnipeg Telegram ought to have a promising future ahead of it. The paper now becomes the spokesman of a strong and energetic party in the Western country, having at its head a politician of unusual popularity. There was for some years, one may say, no Conservative party in the West, certainly none for Provincial purposes. Now, The Telegram can become the exponent of a definite and controlling policy. The Free Press has a fine news service, and The Tribune possesses all the attraction which an independent personality, known to the public, imparts to a newspaper.

\* \*

### SPLENDID ILLUSTRATIONS.

The illustration work of The Montreal Star is exceedingly well done. It is apparently all turned out on the fast press, which not only calls for careful presswork, but for artistic drawing and good engraving in the initial stages. The cartoons and the war pictures are really splendid, and afford another of the many proofs that Mr. Graham believes in the best work regardless of cost as a means of maintaining the hold his great newspaper has on its readers.

\* \*

### POLITICAL NEWSPAPERS.

The report emanating from Vancouver that a new Liberal paper was to be launched there may or may not be true. The existing newspapers (three) supply all that is required. A new daily started for political purposes—however worthy—is an expensive enterprise. It cannot succeed except by concealing its real object and by working up a constituency outside its own political circle. Vancouver is a long way from Toronto, or the promoters of a new enterprise would know enough to pause before launching another daily in a crowded field. The old Empire should be a standing warning to politicians. It began under favorable auspices, for Mr. Creighton was a managing director of wonderful energy, Mr. Kribs a news editor of great capacity, and Mr. Livingstone a trenchant leader writer. But the paper was so closely allied with the fortunes