

**SUBSCRIBERS TELL HOW TO RUN A NEWSPAPER.**

**A**N Eastern metropolitan newspaper (the Boston Post) recently offered a prize for the best letter from its subscribers, telling how a newspaper should be run. Answers to the number of 2,169 were received. The letter that won the prize is as follows:

Give all the news in advance of any other paper. Give it fully, faithfully and reliably in readable form. Verify all information, if possible.

Confine opinions to editorial department.

Do not distort speeches interviews or statements. Give both sides of every story. Be fair.

Condense the less important news; give the kernel without the husk. Inaugurate new ideas.

Muster into service all the business sagacity and integrity you can command.

Win the respect and support of employees and business acquaintances by prompt discharge of debts and obligations.

Treat of topics that people are talking about; be timely. Give your paper individual tone and character.

Denounce vice, fraud, corruption, oppression; encourage generosity, prosperity, integrity. In maintaining the right "hew to the line, let the chips fall where they may."

Permit nothing unreliable or objectionable to enter news or advertising columns. Make the latter as interesting and progressive as the former.

Keep up with the times, perhaps a bit in advance, be honorable and honestly aggressive.

Feel the public pulse, and keep in touch with it.

Produce a paper that will deserve to enter every household.

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San Francisco: Palmer & Rey, 405 Sansone Street  
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