

## THE LATE HON. W. D. BALFOUR.

The death of W. D. Balfour, the new Provincial Secretary, and publisher of The Amherstburg Echo, was sincerely regretted by his newspaper brethren.



HON. W. D. BALFOUR

Mr. Balfour started The St. Catharines News in 1872 with R. Matheson, and in 1874 he removed to Amherstburg, and with J. A. Auld started The Echo. He entered the Legislature in 1882, and became one of the best posted and most active members of it, being returned at every subsequent election. He took a prominent part in the debates, and favored

all progressive legislation, helping to amend the libel laws for the protection of the newspaper interest. He was opposed to measures building up close corporations and extending the privileges of the professional bodies, and frequently exerted his influence against them. When he was made Speaker in 1895 Mr. Balfour received the cordial congratulations of his newspaper colleagues in the Legislature press gallery. His sudden death at the early age of 46 will be much regretted.

## SPECIAL NUMBERS PAY.

It is pointed out by Newspaperdom that a special edition can be made to pay both by the city daily and the country weekly. The importance of issuing "special editions" can hardly be overstated—editions that will deal at length with some one subject, such as real estate, manufactures, biography, etc. Any weekly paper may find enough topics for one such edition per quarter; and daily newspapers can produce one a month without repeating.

A celebrated pulpit orator once explained. "I use ordinary care with all my sermons, but about four times a year I make a special effort, and the memory of those sermons lasts over, and the people are better satisfied."

There is food for thought in this suggestion. We fear the present trouble with many a "special edition" is that it is overdone. The publisher tries to produce an exhaustive treatise and record of everything concerning his city, and the result is that the venture is too expensive and unwieldy. Better take up a single feature, and by obtaining advertising from allied interests, make the issue a money-maker. Merchants who would not otherwise advertise at all can be secured for these special issues. The idea is equally available for a small as well as a large town.

## FOR THE LOCAL PAPER.

It pays a local paper to stand well with local merchants, and a paragraph like this in The Winchester Press is on the right lines: "Who is the home merchant? He is the man who helps to pay for the streets on which you walk; for the school in which your children or perhaps you were educated; he helps to keep up the church in which you worship. He is the man who builds a house which enhances the value of your property. Every subscription paper that is passed has his name on it; he is the man who cannot afford to swindle you. Self-interest,

if nothing else, would prevent this; he bears his share of the burden of good government; stays right with you in sunshine and darkness, in days of prosperity and adversity. These are but few of the reasons why your patronage should be given to the home merchant."

## THE LATEST NEWS.

MR. E. J. B. PENSE, editor and proprietor of The Kingston Whig, attended the General Synod of the Church of England in Winnipeg.

W. H. Miln, of Toronto Cycling, has returned from a tour in the Northwest in the interest of the paper.

Thursday, Sept. 10, was the 69th anniversary of the founding of La Minerve, the leading French Conservative organ of Montreal.

Mr. Henry Mason, proprietor of The Trade Bulletin, Montreal, received news lately of the death of his father. The deceased was in his 91st year, and was a superannuated officer of the English Inland Revenue.

The Week has passed under the personal management of Mr. C. Blackett Robinson, and its current issues are quite up to the standard of former years. The editorials are well written and the contributed articles are of great value.

There died at Preston last month William Charles Schlueter, who about 1850 started the first paper there, known as The Preston Beopachter. Mr. Schlueter was highly esteemed in Preston and his death was much mourned. The Progress has appreciative articles on his career.

Mr. Herring announces in The Petrolia Advertiser that the editorial and business control of the paper has been passed over to Mr. Frank S. T. Smith, the present business manager, and bespeaks for him the goodwill of The Advertiser patrons, who have had reason to be well satisfied with Mr. Herring's management.

The Chatham Banner's Aberdeen number, on the occasion of the Governor-General's visit, Sept 12, was a credit to our enterprising contemporary. An illustrated supplement in two colors contained a handsome front page, with a wreath of Scotch thistles, portraits of Lord and Lady Aberdeen, and a picture of the proposed new home of the paper.

## A FINE SPECIMEN.

A booklet, turned out by The Reformer office, Simcoe, has been sent to PRINTER AND PUBLISHER as a sample of "what can be done in the backwoods." In point of fact, the booklet, which is intended to show several lines of the Canada Paper Co.'s "Jenson," deckle-edge antique papers and covers, is as tidy and tasteful a piece of work as any city office could produce. The cover papers make a good cover for it, and inside are stitched the samples, with their distinctive qualities set out in Jenson type, and giving a first-class notion of how the papers look for catalogue, art programme, folders and other purposes. Brother Donly has good reason to be well satisfied with so excellent a specimen of what his office can do.

## LONG DELAYED.

In Morton, Phillips & Co.'s window, Montreal, might have been seen a few days ago the medal and diploma awarded by the World's Fair Commissioners, Chicago, to the Rolland Paper Co., of St. Jerome. As we stated in our last issue, the medal and diploma were not received till August of this year.