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THE WEEKLY PRESS.

MARKET REPORTS.



It is a fact, now pretty well understood, that the first duty of a newspaper, whether metropolitan or local, is to give news. This being the case, it is to the interest of every paper to have within its pages the news most suited to, and most desired by, its particular constituency. Then, as the major portion of the subscribers of the average local newspaper belong to the farming class, what can be more important, more desirable, than good weekly reports of the condition of the market, regarding grain, cereals, farm produce, etc.? Yet, there are country weeklies, and even country dailies, which have no regular market reports, good or bad. One of these country dailies, in a recent issue, mentioned the fact that farmers in the vicinity of the town in which it is published had been complaining of not getting for their produce what they expected, and advised the farmers to get accurate information concerning the market before bringing their goods to town. Yet there was not in the whole issue a single paragraph regarding prices.

What a chance was here missed for making the paper really valuable to a large class, and of materially increasing circulation. And the farmers are not the only ones who appreciate a good market report, for the merchants like to see it, and will be found in almost every town ready to give all the information in their power toward such an end. The whole work of preparing all the report necessary or advisable can easily be done in an

hour, and, in cases where a reliable merchant is near by, in much less time. The later it is done before going to press, the fresher, therefore the more accurate it will be when it reaches the subscriber. If you make a habit of printing accurate market reports, keep that fact before your subscribers.

A CANDID CONTEMPORARY.

One weekly journal in this country is remarkably candid about its circulation, and is also kind enough to make open confession of its yearly revenues and expenditures. Its total circulation is 1,575 copies, of which only 83 are paid subscribers. The publisher even gives away the deadheads: judges, public departments, the exchange list, etc. Its expenses last year amounted to \$4,377 and its total revenue was \$5,291—a tidy little surplus of over \$900. The paper gets out extras on occasions, just like the rest of us, and appears to have a bright future before it (also like the rest of us). The journal referred to is The Canada Gazette, issued at Ottawa, by the Dominion Government. It supports every Ministry, in turn, without being accused of inconsistency, and never seems to have had a libel suit on hand.

THE EDITORIAL COMPARISON.

The following is the way editor Gibbard of The Whitby Chronicle tells his delinquent subscribers that money is needed to run a newspaper: "The longer we work on this newspaper the more we note its resemblance to a man's better half. To be perfect it must be the embodiment of perfect types; its form is made up; it is chased, though inclined to be giddy; it enjoys a good press; it has a weakness for gossip, and tells a great deal; it cannot be kept in good humor or do satisfactory work without cash, so you who are in arrears, hurry up and pay it the small allowance due only once a year, and it will work on without a murmur and with a pleasant word for you whenever you come to its home."

AN EVENT AND A LIVE PUBLISHER.

There are times in every country town when the people of the neighborhood are unusually interested in some event. Happy is the newspaper publisher who has the foresight, ability and cash to rise to such an occasion, and in one way or another connect his paper with the topic of interest. A good instance of this was furnished by the death in Waterford, Ont., of its own "Grand Old Man," Rev. A. Slaght. Mr. Slaght seems to have been a favorite in the neighborhood, and The Waterford Star,