

are the potentialities from which our model must rise. Enthusiasm, as we have said, is a belief in our power to accomplish what we wish. Assuming that that is the greatest good for the greatest number, our second requisite—individuality—is involved. As an outgrowth we have the basis or corner-stone of our structure—public spirit. Not in a general, but in a specific way. Whether it be the construction of a highway, the municipal control of some commodity, some question relating to schools; whatever it may be, it is for us to keep in touch with it. It falls upon us to study existing conditions, to make a careful survey from every standpoint, to seek for a general expression of opinion, to seek the solutions of corresponding conditions elsewhere and weigh our calculations mentally. When we have determined upon the attitude to take towards that issue, make that attitude known, with our reasons for so doing. This being done, we have only to stand by the individuality that marks our stand, always letting people feel, however, that, notwithstanding the enthusiasm that backs our own attitude, that the columns of the paper are at their disposal for the setting forth of different opinions if they so desire. Again, create public spirit. Don't wait for individuals to take a stand or until the town is stirred over some question. Be on the alert to create public spirit, but create it in such a way that enmity will not be aroused. Assailing evil is a matter of circumlocution. The more direct course—the more dignified course and unquestionably the best course—is to promote what seems for the best interests of the people whom a paper is to serve. Avoid gossipy details of every kind.

Educate through the columns of the home paper; promote culture, not by maligning any one individual or class of individuals, no matter what their deserts may seem, but through your own breadth of vision make others see that right dealing and right thinking leave no time for cruel censure, remembering always that not the one censured, alone, is hurt, but that others indirectly suffer. Injuries inflicted sooner cause reflex action.

Our next step brings us to tact, upon which we must rear the stones that are to appear in our model structure—the personal equation. When this department has to be put into the hands of some other than the editor, let it be, in so far as possible, a person who is not a mere machine—not a mere newsgatherer—but a person of refinement, of delicacy, who can put himself in another's place, who will not parade petty and, to the most refined, tiring details, but one who will make concise and simple statements of facts for those who object to prominence. In this way the more exclusive people are reached and their confidence gained, as it never can be when distasteful details are flaunted. For those who give their social doings more freely, give them more display if they wish it. But take the stand always that detail to a degree is a vulgarity, and herein lies another chance to educate.

Always verify. Better let a piece of news pass than take it on hearsay and so establish a reputation for being unreliable.

These are but suggestions. Innumerable combinations may be worked out, but let us remember that we want

always the best statement of the most commonplace fact, as our great sphere is to educate.

Following this comes the question of advertising—the business end. If our model paper that we have reared has proved in any way a model it will have readers, and a paper with readers will not want for advertisers. When practicable, let the proprietor solicit and keep in touch with his advertisers, showing them that he is not satisfied in having secured their ads, but he is anxious that their advertising should prove profitable to them. Let him consult with them often and show himself ready to aid them in every particular. Urge advertisers to change their ads often. New ads indicate prosperity; old ads, run week after week, show neither enterprise for the advertiser nor the paper. Impress upon them the advisability of having as little matter as possible in a given amount of space. It is not by any means the most matter that can be gotten into the space that attracts. And above all, for our model paper, let us have only the best class of advertising.

Now, a word about the make-up of our model. Bright, newsy papers are often made unattractive by the way they are put together. First, for the busy reader of to-day, sift and classify the matter as much as possible. Systematize, this will attract the men; men like system, they like to know where to look for a thing in their newspapers; therefore, classify. It is an unwritten law that women read the local papers. This is not due to any lack of interest on the part of the men, but as a matter of fact because they don't care to search for the things they want. Women do not object to system when it is arranged for them, so have a woman's department, not necessarily filled with out-of-date fashions in plate, but full of live matter relative to social or club life. Some reliable woman in every church and social society may be found who will contribute to the paper the work of her society, for the prestige it would bring, and there are few women to whom such a department would not be of interest; therefore we are the gainers by departmental or classified matter.

As its crowning feature, our model newspaper must move with the times. It must stand for progression—dignified and conservative progression; remembering that satisfaction is stagnation.

And now let us go back to our first premise and end as we began—with enthusiasm. Let every effort we make for our readers be vitalized with an enthusiasm that knows no doubt or hesitation. If your model is worth working for at all, it is of moment enough to challenge any effort.—National Printer-Journalist.

#### REDUCTION OF THE POSTAL RATE.

It is generally understood (June 15) that the Postmaster-General will at once introduce a measure in Parliament reducing the postage rate on newspapers  $\frac{1}{4}$  c. per lb. to  $\frac{1}{8}$  c. per lb. within the limits of the Province in which each paper is published. This very considerable reduction in postage is the promised relief which the Government were to give the newspaper interest in return for the exceptionally high price of paper.