

boys with a breach of the Lord's Day Act, in respectively publishing and selling the special edition of *The Sunday World*, containing the story of *The Globe* fire on Sunday last.

*The Toronto Globe's* new editorial and mechanical offices will be on Richmond street west. The business offices will be at 20 King east.

*The Canadian Druggist* is now published in Toronto, at 20 Bay street. Strathroy has lost a live journal, and a live publisher in the person of Wm. J. Dyas.

*L'Essai* is the name of a new French paper in Montreal devoted to poetry and literature. A paper of this class may go in Montreal, but it would not in boorish Toronto.

*The Brussels Herald* has been sold to James Moore, a school teacher. It is said the late editor will return to the dry goods business. This mixing of drinks is bad.

Mrs. H. S. Keys, son of the proprietor of *The Colborne Express*, has been elected councilman of that town. Although a very young man, he polled the second highest vote.

Mr. J. A. Thomson has purchased *The Gananoque Journal* from Mr. E. G. Hart, and assumed control Jan. 1st. Mr. Thomson had been foreman of the office for some years.

Mr. Weidman, editor of *The Rat Portage Record*, met with an accident, resulting in a severe burn on one side of his face. His son was somewhat more seriously injured at the same time.

*The Clinton News-Record* celebrated its seventeenth anniversary by a twenty-four page paper. It has improved very much during the past year. How many can say the same of themselves?

Manager Rugg, of *Winnipeg Saturday Night*, is issuing his paper from temporary quarters in the Richardson Block. This newspaper suffered by its second fire within a year on December 27th.

At the meeting of the *Toronto Public Library Board* last week, it was decided that a duplicate unbound set of *The Globe* from 1876 to the present time would be presented to *The Globe Printing Co.*

Ed. Coombe, an ex-city editor of *The Toronto Star*, and a very-popular newspaper man, was presented with a souvenir by the fraternity before leaving, recently, as press agent for an English pantomimist.

Geo. S. Holt, a printer doing business at 1863 Notre Dame street, Montreal, disappeared on December 25th, and part of his stock also disappeared. The chief creditor is the *Dominion Type Foundry*.

*The St. Thomas Journal* issued a trade edition on December 15th. It was a handsome thing, full of well printed half tones and generous descriptions. There may not have been much in it for the publisher, but it is the best advertisement *St. Thomas* ever had.

*The Bulletin*, the only journal in Canada exclusively devoted to insurance, has made a most daring step by changing from a monthly to a weekly. A class paper that will do this in Canada deserves special encouragement, and the Messrs. Campbell will no doubt receive it.

Charles A. Dana, the editor of *The New York Sun*, thinks that the British Empire will soon fall to pieces and Canada and the British West Indies "would fall to us in recognition of the undisguised delight with which we would survey the ruin of our hereditary foe." This writer is over 75 years of age, and a

hater of everything British, but the sun will not commence to set on the British Empire in time for the eyes of Charles A. Dana to behold this wonderful event which he has so long desired.

*The Clarksburg Reflector* has dropped a load of care and a job lot of subscribers who would not pay in advance. The *Reflector* is not a large paper, but it is bright, newsy, and well-printed, and the publisher is only asking for his just dues when he demands his subscriptions in advance.

*The Owen Sound Times* issued a Xmas number. The outside four pages were printed on a cadet blue, which may be accounted artistic in Owen Sound, but is not where the writer lives. Still, it is a matter of taste, and too small an item to render valueless an exceedingly well gotten up number.

A new sporting magazine was started in Toronto recently, and after one issue was burned out, losing its new subscription lists, and all its pleasant notices clipped from other Canadian journals. The name of the magazine was *Athletic Life*, and this wiry title will survive the attack and appear again on the front cover in February.

#### TO IMPROVE THE LOCAL PAGE.

The value of the local page to the reader is greatest when the publisher brings to this branch of his work something of that enthusiasm which wins success to the artist, the mechanic, or the specialist in any calling, writes J. D. Reeves, in *Newspaper-dom*. There is no royal road to public favor for the local page, but I will jot down a few rules which seem to me to be essential:

Let no legitimate item of local news escape you.

Don't discuss politics through the local columns.

Tell the news in the plainest language at your command, and use no more words than are necessary to tell all about it.

Have a certain hour for going to press.

Get the paper out on time, whatever happens.

If you mix local advertising with your news items, let the ratio of mixture be about ten news items to one advertising local, and don't try to fool the reader by having them look alike.

Adopt a form of make-up, and don't make frequent changes. The average reader doesn't take kindly to new-fangled notions in make-up.

If you have something of a personal character to say about anyone, something especially mean, write it out in full and pigeon-hole it until after the paper is printed.

Don't let a word or a thought enter its columns that you would blush to teach to a child. A majority of children form the first taste for reading newspapers from reading the local columns.

If you possess a vein of humor, don't plug it. To be able to occasionally turn a thought that will provoke a smile, is a gift worthy of cultivation. But don't be disappointed if a discriminating public waits until you are dead before recognizing in you the genius of a Carruth or a Burdette.

After you have made the local page of the greatest value in your power to the public, and its financial value to you falls short, there is something wrong with you or your locality. The permanent benefit from the local page must come from the subscriptions and advertising attracted by its merits, and from the job printing which its standing in the community will command.