

advertiser knows when a paper has "standing" as well as circulation, and the rates are affected by the absence of editorial. In a town there are always one or two people who are worth consulting upon public questions, and when on the hunt for news it is easy to gather opinions from these persons. The idea that editorial writing is a sort of divine gift is all humbug. The weekly editors are just as competent as their city brethren to turn out a good column of bright editorial paragraphs or short articles. Get into the habit of doing it, and it becomes a great pleasure. If it is the dead season and topics are scarce—and at all seasons to a certain extent—the vein of humor should be drawn upon, not farce, or puns, or clumsy jokes, but light pleasant satire. The secret of much successful writing is in keeping touch with the public, finding the tendencies of popular opinion and making a light commentary upon them. The weekly can do this as well as the daily, better in some respects, because articles founded upon actual contact with the public and dressed up to suit are the most effective and the weekly editor sees more of the public than the man on the staff of a large city journal.

HOLDING SUBSCRIBERS.

The publisher of *The Sterling (Kansas) Bulletin*, has given Newspaperdom his method of holding subscribers who pay in advance. It has resulted, he says, in retaining three-fourths of the out-of-the-county subscriptions during the past two years. A month before the subscription expires he sends out, printed on colored paper, the following circular :

"Your subscription to *The Bulletin* expires with the last issue of this month.

"We take it that you don't want to miss a single copy, hence this notice. If you will fill out and send us the enclosed blank by return mail, with the amount of your subscription, your name won't be scratched off our list, and you will continue to get the paper regularly.

"The old home paper.—All about the people you know.—Better than a letter. THE BULLETIN.

"Junkin & Steele, publishers, Sterling, Kan."

Added to this is a brief paragraph giving the notable features of the paper. He encloses a subscription blank and an addressed envelope. A month later a second circular is sent out, as follows :

"You can't afford to be without the old home paper.

"We can't afford to send it to you unless we get your money.

"The *Bulletin's* ambition is to give all the news of Sterling and neighboring towns in as brief and interesting a form as possible. To do this we keep a corps of twenty-five correspondents and contributors. Thus twenty-five pairs of eyes are looking for just the news you want of old friends and old scenes. In the face of these facts, we reason that your failure to renew must be an oversight, and therefore give you another nudge. Fill out enclosed blank, and remit the amount of subscription. THE BULLETIN.

"Junkin & Steele, publishers, Sterling, Kan."

This notice is also accompanied by a subscription blank and an addressed envelope.

Publisher Junkin adds that he keeps a list of the expirations in tabulated form, and occasionally sends out sample copies to those who have failed to renew their subscriptions in response to the preceding invitations.

SPECIAL EDITIONS AND SPECIAL MENTION.

WHEN the Oddfellows' Convention met in Belleville last month, *The Belleville Sun* inserted in its ordinary issue an illustrated special article upon the order. There were 15 illustrations, nearly all double column, and a dozen columns of matter. The pages were well made up, and showed taste and experience in getting out extra large editions. The make-up is a feature of Mr. Cameron Brown's paper, and he is to be congratulated upon the brightness and newsy character of *The Sun*. The number would attract attention and praise.

The Guelph Herald got out its Jubilee edition the Saturday before the demonstrations in Canada and England. The matter was well displayed; began on the first page, without crowding out the local paragraphs which are always given the place of honor in *The Herald*. An eight-page eight-column issue of this kind shows enterprise and vigorous management.

A copy of *The Woodstock, N.B., Dispatch* for June 30 (one of whose publishers is T. Carleton Ketchum, formerly well-known on the Toronto press), indicates the grasp which the editors have of the local news idea. The first page carries two good local items with display headings. The last page is given over wholly to locals. The advertisements are particularly well set. The effect of the wide measure columns is good. The *Dispatch*, in several respects, is a model to its contemporaries.

The Nanaimo, B.C., Review printed its Jubilee edition entirely from red ink with the Royal Court of Arms and a special Queen's article on the first page—altogether unique and striking.

Home and Youth, the illustrated monthly which Watson Griffin purchased from the Wells, Richardson Co. a year ago, has been acquired by Mr. C. H. Mortimer, publisher of *The Canadian Architect and Builder* and other successful papers. The publishing office will in future be in Toronto. Mr. Mortimer is sure to make a success of his new paper.

The St. Mary's Journal has just started to print from a new four-roller Hoe drum cylinder press, which will print with ease and efficiency the large circulation the paper has. The new press will also greatly facilitate the job printing work in the office, enabling a fine grade of work to be done in the largest posters and catalogues. The *Journal* has also bought from the J. L. Morrison Co., Toronto, a "Perfection" wire stitching machine, which enables excellent results to be achieved. Mr. Eedy is a most enterprising publisher, and a good editor as well. His journalistic friends throughout Canada will regret that his health is not better and that he has been ordered to give up office work for the next few months. That the publisher may prosper as *The Journal* is doing is the wish of all.

The Digby, N.S., Courier's Illustrated Magazine number—a copy of which has been kindly sent us—is a splendid piece of work. It consists of 36 pages, large magazine size, and combines literary attractiveness with commercial value. The illustrations are numerous half-tones and show the *Digby* scenery well. There is a readable story by Mr. A. W. Fullerton, and a history of the town—altogether a number that the intending tourist would take up and read. "Commercial *Digby*" deals