

**RECORD OF A THRIVING WEEKLY.**

H. S. FRENCH, EDITOR AND PUBLISHER COLDWATER PLANET.

**T**HE Coldwater Planet has passed its first year, and the editor and proprietor has reason to congratulate himself on having established a promising and prosperous weekly, built up in a locality which had witnessed a number of unsuccessful



efforts to make a newspaper pay. Mr. H. S. French, a young man of English birth, 29 years old, is a son of Rev. W. H. French, of Aspdin, Ont. Mr. French set his first "stick" of type over nine years ago in The Orillia Packet office. Four years ago he established The Mattawa Tribune. After running that paper for one year and seven months he disposed of

the plant, and went to Sudbury, where our young friend established The Sudbury News. After occupying the editorial chair for nine months, Mr. French, thinking he could do better in the land of his youth, returned to Coldwater, where, on May 7, 1896, he established The Coldwater Planet, of which paper he is now editor. Six attempts to establish a newspaper in Coldwater proved fruitless. The Planet has now been in existence nearly fourteen months, and is one of the brightest, most newsy and best conducted journals in Simcoe county. Mr. French is a hustler, and the people of Coldwater appear to appreciate his efforts to give them an "up-to-date newspaper," which The Planet is. A few of the larger and smaller papers might copy Mr. French's mode of management. The job trade is rapidly increasing, owing to the clean and satisfactory work turned out. The influence of The Planet and its usefulness to the surrounding country is constantly growing. Mr. French favors a branch of the Canadian Press Association being established in Simcoe county. We wish The Planet every success.

**THE BOY TOLD ON "PAP."**

This reminds us of a story concerning the circulation prevaricator, told several months since by an advertising agent for a large medical company, who has transacted business all over the United States. "Several years ago," said the agent, "I stopped in a small town in Colorado. There was only one newspaper published in the place. I walked into the office and was very courteously received by a rosy-cheeked, bright-eyed boy of about 12 years of age. I asked the lad if the proprietor was in, and he informed me that his pap was out but would be back soon. He invited me to take a chair, and handed me several exchanges to look over. I was very favorably impressed with the young man, and I said to him: "What is the circulation of your paper?" The boy looked me square in the eyes, and replied: "Well, I will be honest with you. Pap claims 1,000, but we only print each week 300 papers." Presently the father came into the office. I said to him that I presumed he was willing to renew our contract for the coming year on the basis of 1,000 circulation at the same price that we had

The

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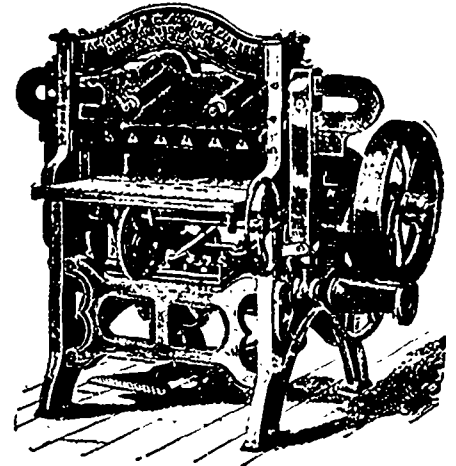
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