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Sec.-Treas.

THE WEEKLY PRESS.

A GOOD WEEKLY.



HERE are several features in The Clinton New Era which are well worth careful consideration by those who wish to know how a prosperous weekly in a town of 3,000 can be built up. The first page is entirely given over to local and district news, and there is a good column of personal items. The district news paragraphs each have a side head in small caps, and the name of the village is given in a clear black letter. The editorials are short, snappy and numerous. The tone is firmly Grit, but there is not a trace of mere stupid partisanship and nothing abusive. Clinton news appears on the last page and is plentiful. When items are brief they are grouped together to save space, and "Notes" is the side head. Condensation is evidently kept in view by the editor. What strikes one favorably about The New Era is the tone of it all through, showing that a paper can be dignified without being dull, and bright without falling into slang and "freshness."

COVERING A LARGE DISTRICT.

The Scotch newspaper, The People's Journal, published by Sir John Leng, owner also of The Dundee Advertiser and The People's Friend, is a unique publication, representing a phase of journalistic enterprise which has never assumed large proportions in the States, says Newspaperdom. The Journal is a popular weekly in which general news and literary features are combined. Certain pages of the paper are reserved for local news and local advertisements, which, of course, vary according to the district in which the particular edition of the paper circulates. In this way the paper is in one part of its composition

one newspaper of immense circulation. In another sense, The People's Journal is really made up of numerous papers. It has offices and local reporting corps in various centres, for each of which the newspaper is separately issued; but all the printing is done at headquarters. The paper has attained a flattering degree of success, and is issued from one of the finest newspaper plants in the kingdom.

In Canada there are several enterprises which work different districts from one centre. The Montreal Weekly Star has provincial editions as well as one for the United States. The St. Johns, Que., News issues local editions for neighboring points.

NEWS OF THE FARM.

The Toronto Weekly Sun is the old organ of the Patrons, and is now an independent weekly issued by Goldwin Smith and others. A glance over it reveals a class of news given more fully than it appears in the average country weekly—farm items, crops, new experiments in agriculture, etc. In pushing country circulation news of this class is attractive, and though hard to get at, can sometimes be arranged for by local friends of the paper.

THE SMALL PAGE.

Mr. F. H. Stevens' new weekly at Hartland, N.B., The Advertiser, is modest in size but very newsy and altogether a creditable effort. The small page, it is argued by publishers of Mr. Stevens' views, has several advantages. The local news is distributed on several pages, and therefore makes a good showing as to quantity. The more ads. can go next reading matter, which pleases the patrons. The publisher says he intends to stick to the small page, and when the paper is enlarged it will be in the number of pages, not size.

CHANGE OF NAME.

The Mount Forest Confederate appears in a new dress of type. Both reading columns and ads. are set in the clearest and most attractive style. The job department has also been replenished with up-to-date styles. The Confederate is now 30 years old as a newspaper. "It has been decided," says our contemporary, "to change the name from The Confederate and Examiner to The Weekly Confederate. This has been done with a view to not only shorten the name but to prevent confusion and errors, especially on the part of outside advertisers. It is a number of years since the amalgamation of The Confederate and The Examiner, and we preserve the name of the original paper, which got its honorable and rather unique title