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CURRENT COMMENT.

THE WEEKLY PRESS.

A CONTEMPORARY, whose name we do not like to mention without permission, finds itself adding to the subscription list the names of persons whose political opinions are opposed to those of the paper. There are no party splits or complications in the locality to account for this. The editor modestly hopes it is due to a good live local news department and to the fact that while the paper's views are well defined, they are not offensively expressed. Both these achievements are within the power of any weekly publisher. The weekly paper need not be backboneless on public issues in order to secure patrons on both sides of the dividing line. But if it wounds the personal feelings of local politicians, it naturally cuts itself off from a large constituency. We can denounce a party and a policy without hitting individuals. It is this latter pastime which costs a publisher more money than he ever recovers from his own political side. The tendency of politicians (both sides) is to make use of the press without adequate return.

A suggestion of The Brockville Times, which is especially interesting to the weekly publisher, relates to advertising. The country merchants are loudly complaining of competition from the city department stores. Some of these very grumblers run no ad. in their local paper. How do they expect to keep trade at home? "The city merchant," says Mr. Wilgress in The Times, "advertises and keeps on advertising and hammering away at the public mind with facts and prices and qualities until he makes an impression and sells his wares." The local publisher should drive this into the merchants' minds the coming year.

The Thorold Post is perfectly right in refusing publication to anonymous letters during the municipal or other election sea-

son. Mr. Thompson mentions a case where a contemporary admitted an innocent-looking letter and then let itself in for a voluminous controversy. There is, therefore, the consideration of space, as well as the inexpediency of printing angry effusions. The editor of The Post concludes: "All correspondents may rest assured that legitimate discussions of legitimate subjects are always welcome, but that acrid criticisms of individuals can be published only over actual signatures, and then must be couched in proper language." All of which is sound sense.

That was rather an amusing incident (for editors of weeklies) pointed out in connection with the Hamilton mayoralty. All the local papers supported one candidate; the other man was elected. Now, no city has three more vigorous or influential papers than The Herald, Spectator and Times. Why did they not express public opinion in this matter? Probably because they were not at pains to find out the local feeling. The weekly has its own difficulties in "sizing up" the trend of opinion in a large area, and may therefore extract comfort from the fact that three widely read dailies were unable to bend the electorate their way.

THE DAILY PRESS.

There is not much to note in the daily field this month. The threatened advent of a new paper for Ottawa has not yet "materialized." Three dailies are quite enough for the capital. In Montreal the competition goes merrily on, The Star issuing a 12-page paper, and The Herald brightening up its first page in the latest style. In Toronto the papers continue to thrive on the rich harvest of the mining development. It is said that every daily in the city is now making money.

Owing to Mr. Andrew Pattullo's new duties as a member of the Legislature, the managing staff of The Woodstock Sentinel-Review is now as follows: Mr. Andrew Pattullo, proprietor; C. A. Abraham, business manager; E. Norman Smith, managing editor. Mr. Norman Smith has been doing important editorial duty for years and is well fitted for fresh responsibilities. He is well known to his Ontario brethren as municipal reporter for The Toronto World some years ago, was on the staff of the London, Eng., Press Association, and during the World's Fair acted as Chicago correspondent for a syndicate of English papers.

A curious story, for the truth of which we do not vouch, is told about the publication of the Manitoba school settlement.