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## THE WEEKLY PRESS.

"Everyone cannot make a good newspaper. EVERYONE KNOWS If everyone could there would be fewer HOW TO RUN A newspapers." It is scarcely necessary to say PAPER. that these words fell from the lips of a newspaperman. No one else could have uttered them, for everyone believes he can give editors and managers of newspapers hints as to how they should conduct their papers. And, strong in their faith, not a few have branched out for themselves, only to find that what from the distance appeared to be a sort of pleasant and easily navigated stream was a bewildering and difficult rapid. If everyone knew how to make a good newspaper, there would indeed be fewer engaged in the making. But we are not pessimistic, for, taking man for man, there is no class of men who know their business better than the newspaper publishers of Canada. And, not only that, but they need not be ashamed of a comparison with the newspaper publishers in any other country. It does not follow, however, that they are perfect. And no publisher claims that he is. It is only the man outside the newspaper world who knows how to run a perfect newspaper.

**INCREASED POSTAGE RATE**  
The increased rate of postage on newspapers went into effect on July 1, and publishers are now paying a 1/2c. per lb. rate, instead of the 1/4c. per lb. rate, which has ruled since January 1 on all papers mailed to subscribers outside the prescribed 20-mile limit. A good many publishers are notifying their subscribers of this fact, but a good many are not. This, it seems to us, is a mistake. There are a good many people who begrudge the country publisher a dollar for his paper, and to scatter abroad the fact that the cost of postage has increased by 100 per cent., is a lever which should not be neglected. One of the neatest and most attractive notices sent out is that printed in the columns of The Warton Canadian, the following of which is as near a fac-simile as it is possible for us to make it:

**IMPORTANT NOTICE.**

After July the postage on Newspapers will be doubled. This being the case, subscribers to The Canadian who live more than 20 miles from Warton must pay their subscription in advance. To those who have not done so, the paper will be continued until August 1, and, on that date, those who have not paid will be cut off, and proceedings taken to collect arrears. No further notice should be necessary.

**KEEP ON GOOD TERMS WITH THE PUBLIC.**  
Country editors cannot afford to be at loggerheads with their constituents. The success of their paper depends upon the good-will of the people as well as upon the quality of the reading matter it publishes from time to time. It is not good policy to editorially hit a head whenever one is to be seen. When a head should be cracked, crack it. But it is always good policy to think twice before you hit once. There are certain men in politics to-day who possess more than usual ability, but whose usefulness is impaired and whose possibilities are cramped because of inborn and unrestrained pugnaciousness. There are doubtless newspapermen who are similarly constituted. The public appreciates a newspapermen who strikes when it is necessary to strike, but it dislikes he who strikes merely for the purpose of striking. In other words, what it loves is a newspaper that can be depended upon to strike fearlessly, fairly, and well when occasion demands it.