

reserved a column or two to be filled up with editorial matter. This is certainly an error. Unless the editorial articles are as interesting to the readers of the paper as the news items, they are not worth printing. The weekly editor should, therefore, keep in mind that his local editorials are a very valuable feature of the paper if he does them well. If they are scissored out of the chief party organ on his own side, and chopped down to the required space, they are likely to be a flat failure. Local people want the local paper's own opinion. They will buy the city paper if they think you are simply condensing its opinions.

THE PLACING OF ADS

Some discussion has lately taken place about the wisdom of being stiff about letting advertisers have special positions. Some of them insist on having it. Others are not so particular. But the publisher will find in the long run that if he allows the advertiser to choose his position as he pleases the paper will soon look like a chess board. In this respect the weekly is in greater danger than the daily. The daily paper can afford to take one insertion at a good price and mar the appearance of the paper for one or two days, as the case may be. But the weekly publisher, in signing a contract for a special position which cuts the reading matter up into ugly shapes, has to wait a long time before he can rectify it. A country publisher writing to a contemporary thinks that the weekly cannot afford to be autocratic in this matter. He says: "I think it matters very little where the reading matter is put. I make up editorials leaded almost anywhere, and as for local matters that have single or double heads they go anywhere, preferably on the first page. Leaded editorials when classified are put on any page, generally on the first column of the last page. I take the ground that if news matter is scattered all over the paper the people will find it, even if they are mixed with ads." Now, surely this is a very dangerous practice? The weekly, in these days of competition, must preserve its appearance. Otherwise it loses standing. The tendency everywhere is toward better arrangement of matter, better printing, cleaner press work, and, generally speaking, the weekly publisher will find that the stiffer he is in holding out for the appearance of his paper the stronger is his hold upon his advertising customers. This does not mean that you must not be accommodating to good friends. But it means that no successful publisher will put himself completely at the mercy of his advertisers.

ACTING AS CORRESPONDENT.

It sometimes happens that the editor of the weekly gets a good offer from a large city paper to act as its local correspondent. If he piles up a good long "string" each month, the cash is acceptable, and the practice of sending the best news to outside points, even before he prints it in his own paper, does not seem to do his journal any harm. Much depends on circumstances. The best plan, probably, is to offer to report big events for the daily when such occur—a large fire, a political meeting, etc.—but not to acquire the habit of working up regular correspondence for the outside daily, giving it your best efforts and your best news, because, insensibly, that will take the cream off your paper. The big dailies come into all large towns. That may only touch a corner of your circulation. But the town people get to feel that the big daily covers town events almost as well as their local paper, which suffers a little in consequence. There ought to be, in every issue of a local

paper, some good items of news which cannot be read elsewhere. That gives the paper a distinct hold upon its own constituency, which can be acquired in no other way. The competition of the city daily with the town weekly has become, in recent years, a very real thing, and there is no use in helping on the movement. Of course, the city press are bound to cover a big event in your town, and, if they cannot get a local correspondent to act for them, they would assign a staff reporter to cover it, or order through the telegraph company. In such cases, the local editor would be foolish to refuse the work. But for ordinary good news that would not travel by wire keep it for your own paper.

EUROPEAN EVENTS.

One Canadian publisher reports that he has done well by always maintaining a column or so of paragraphs about British and foreign affairs, not a condensation from the cables in the daily press, but original matter clipped from a variety of sources, principally one or two British exchanges. This publisher found, to his great surprise, that in giving space to this matter he had touched a source for circulation which was not satisfied by either the daily or weekly press in his locality. In Canada we are apt to forget that the vast majority of the English-speaking people, either by birth or descent, are distinctly Old Country in origin. You can hardly mention a Province which has not this direct interest in the events of the Old World. The want is not adequately met. The cables in the daily press necessarily pass over a great many things which are of much interest to Canadian readers. The cable service cannot be improved to the extent of covering the whole ground. To get British exchanges is not easy, but an effort is worth the making. All the British weeklies are full of good summaries of Old Country news, such as *The Glasgow Weekly Herald*, *The Edinburgh Weekly Scotsman*, *The Newcastle Weekly Chronicle*, *The Liverpool Weekly Mercury*, and the weekly edition of almost any large provincial daily, such as Birmingham, Manchester, Leeds, etc. It might pay in some cases to subscribe to one of them if they will not exchange. To get Old World news which does not appear in the dailies is a distinct gain to the weekly, provided the publisher sees there is a market for it in his locality. In our Northwest, for instance, where so many people are comparatively recent arrivals from across the ocean this class of matter might take.

NEW VENTURES.

The Rock Lake Review is the new weekly at Cartwright, Man.

The Calgary Independent is a six column folio issued from The Calgary Tribune office.

The Aylmer, Que., Times is a new paper to be issued from the old Gazette office by Jos. Devlin and Ed. Millions.

The Western Progress is about to be published at Melita, Man., under the editorial management of R. Simpson.

Kaslo, B.C., has a new weekly called *The Prospector*, eight page, five columns with patent insides. A. R. Burns is the publisher and editor.

George Lytle, of *The Lindsay Watchman*, has bought *The Warder* from Sam Hughes, and the two papers will be consolidated, under Mr. Lytle's management.