

NEW BRUNSWICK EDITORS.

These Good-Looking Men Make Good Newspapers

AND SO GET RICH OUT OF THEM.

Facts and Fancies Relating to Messrs. Clarke, Macnutt, Wood, Smith, Cropley, Stewart, Holyoke, Robidoux, and Others Whose Portraits Do Not Appear But Who Get There Just the Same.

It is not every man who can run a country paper. It is not even every good city newspaper man who can successfully run a rural weekly. The conduct of such a sheet requires a happy blending of various qualities which are not called for on a daily paper, and for which, as a rule, no due credit is given.

It goes without saying that the country editor should understand his business. To understand his business it is necessary that the editor should understand his constituency. He should know the country



GEO. J. CLARKE, ST. STEPHEN "COURIER."

and its people. He may have a dim and uncertain idea of the Eastern question or the political import of Boulanger's election, but if he is acquainted with the topography of his own county and the wants of its people he has the knowledge essential to his success. His function is, primarily, to make a good local paper, and if after that there is room for anything else, well and good. If not, it is of little consequence. In these days of cheap weekly editions of daily papers, the local journal is not supposed to give the news of the world, as in old times. This is the editor's opportunity to distinguish himself on his own stamping ground.

Every country editor should be a practical printer, and should be able to make-up his own paper and feel a pride in the way in which he does it. Time and labor expended in such work is better employed than in writing long and labored editorials. Indeed, though country readers demand the regulation "leader," editorial matter unless fresh and pointed, may very well give place to something else—even to selected matter, if it is of the right kind.

An editor, equally with a prophet may be without honor among his own people. They may not be disposed to place much value on his editorial utterances, but if he makes a good looking and readable paper, they, as well as the outside public, can appreciate the fact.

The province of New Brunswick has no reason to be ashamed of its showing in the way of weeklies. Outside of the city



D. G. SMITH, CHATHAM "ADVANCE."

of St. John there are some sixteen weekly papers, nearly all of which are highly creditable specimens of their class. With possibly one exception all are solidly established and likely to continue to prosper in the future. Some of them are worthy of special mention.

Notable among these is the Albert Maple Leaf, which is in many ways a representative country weekly. It has been developed slowly and surely from small beginnings, and its evolution is an interesting and instructive bit of history.

Nine years ago, Lovett M. Wood, a young man living in his native village of Hopewell Corner, now Albert, learned of an opportunity to buy a second-hand amateur job press and a few pounds of type. He secured them and conceived the idea of starting a weekly paper in the village. He entered into business with a cash capital of about \$7, and issued the first number of the Maple Leaf. It was the size of a sheet of note paper, with two columns to a page. The little press was only large enough to allow the printing of one column at a time, so that eight impressions were required for each sheet. As it was necessary to print with great care in order to make the columns

fit side by side, the process was painfully laborious and slow. Fortunately the edition was not large, as the editor issued no more than he thought he could sell. He had no difficulty in disposing of all he had printed, for his neighbors bought it as a curiosity, which it was in every sense of the word. People laughed at it as a new notion of "Lovey" Wood's, and very few had any faith that the Maple Leaf would last for more than a few weeks. Mr. Wood had a different opinion. He had enough confidence in himself to think that he could run a paper and succeed so long as he followed Mr. Micawber's theory of not allowing his expenditure to exceed his income. So he issued more papers of the same size and style. Soon after this he had a remarkable piece of good fortune. He leased the outfit of the defunct Moncton Dispatch, at a low monthly rental and brought it to Hopewell. Then he was in a position to put out a larger and better paper, and he did so. Little by little, as increased patronage warranted, he enlarged the size of his sheet.



G. L. HOLYOKE, WOODSTOCK "PRESS."

Each week he printed just what his subscription list called for, and no more. He did not try to sell single copies, because he wanted the people to subscribe. They did so slowly, for two reasons. First, because a dollar looks as big as a bed quilt to a good many Albert county men, and second, because they did not think the paper would live. They compromised by subscribing



H. A. CROPLEY, FREDERICTON "CAPITAL."

for short periods, but they all paid in advance, because Mr. Wood would not let any man, whether he was his own uncle or the high sheriff himself, have the paper on any other terms. And most of the advertisers were compelled to testify their faith in the same substantial way.



L. M. WOOD, ALBERT "MAPLE LEAF."

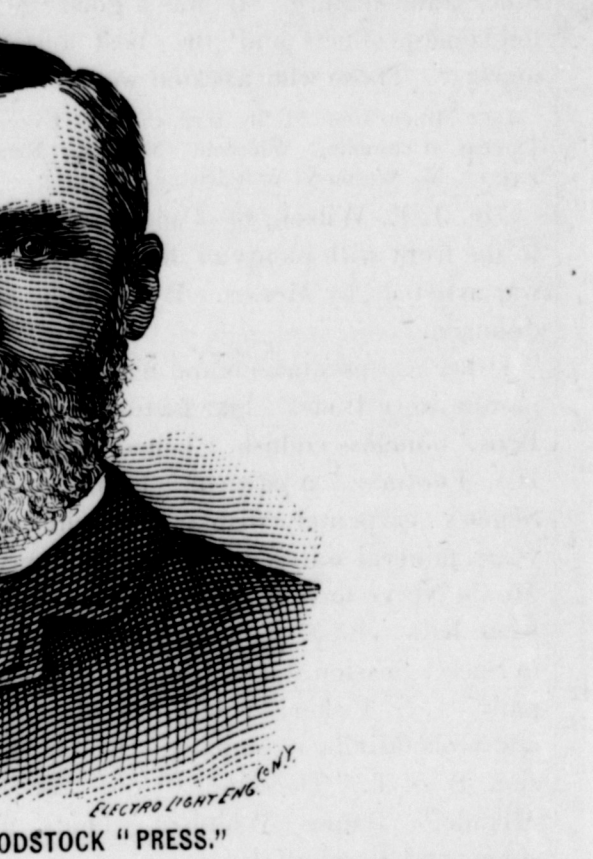
Starting on the sound principles of advance payment, and of venturing no more than beyond a safe limit, the Maple Leaf began to prosper. As fast as it did so, Mr. Wood continued to enlarge and improve it, and the excellent weekly of today is the result.

Had a city newspaper man gone to Albert county to establish a paper with the outfit which most men would consider necessary, he would have sunk money in the venture and retired disgusted with the place and the people. Mr. Wood was compelled by circumstances to take the one course by which success could be reached. He allowed the paper to be developed as the country became ripe for it. He took off his coat and worked, and he managed the business end with energy and prudence. The Maple Leaf is now not only a well-conducted specimen weekly, but its typographical appearance leaves little or nothing to be desired.

Quite different, however, was the origin of the St. Croix Courier, which is another successful and clean-looking paper. It was started nearly a quarter of a century ago, with a very complete outfit, but then it was in a town which at that time was

lively booming. The Courier was founded by David Main, who got his experience on the St. John daily papers, and going to a live town he had not the discouragements which usually fall to the lot of a city man who seeks pastures new. He gave the town a live paper, and at one time he had a design of changing it to a daily. Perhaps it was as well he did not. It fulfills its mission admirably in its present form.

The Courier furnished two good men to the St. John dailies, one of them being D. G. Smith and the other J. L. Stewart, now rivals at Chatham. Since Mr. Main's death, the Courier has been edited by George J. Clarke, who has kept the paper fully up to its old-time standard. At the present time it is the best country weekly in the province. It ranks next to the family Bible in Charlotte county, where every man takes it and none borrow it. Crammed with news from every corner of its constituency, which is carefully culled and edited, the Courier can well stand alone on its merits as a newspaper. Its



J. L. STEWART, CHATHAM "WORLD."

political policy is generally Conservative, though it occupies the somewhat comfortable position of a supporter of both local and dominion governments. It is owned by a company, composed of gentlemen who don't look for money out of a newspaper, and, relying on this, the manager and editor of the Courier spend part or all of the earnings, if they please, in making



C. C. MACNUTT, FREDERICTON "FARMER."

the paper better and the property more valuable. Mr. Clarke gets up a bright editorial column, and what is better than that, touches topics that touch the people.

The Miramichi Advance is another clean looking sheet which gives its attention



FERD. ROBIDOUX, SHEDIAC "MONITEUR."

largely to local matters and devotes a good deal of editorial space to topics of sectional interest. It was started by a city newspaper man and a live one at that. D. G. Smith, the editor, was a remarkably keen reporter in St. John years ago. Like David Main, when he flitted he went to a prosperous and not purely country district. He adapted himself to his changed circumstances and in a short time Chatham began to realize that there was a hustler among them. A single glance at the Advance shows that it is a fine property. There are plenty of advertisements and good ones at that, the subscription price is half as large again as the average weekly and every newspaper directory gives the Advance a very snug circulation.

Mr. Smith hasn't been content to own and run a newspaper. He has dabbled a little in town politics with varying success. He has known the joys of victory and the pangs of defeat: and his fellow townsmen do him the credit of saying that he is a good fellow, pleasant and jovial and an efficient councillor when at the board.

Like most of its local contemporaries the Advance depends somewhat largely on the fishing and lumbering industries and rejoices

and sorrows with the people in good and bad seasons. Right glad is PROGRESS to learn that this winter has been great for smelt and lumber. May every lagging subscriber come to the front and bring his neighbor with him!

The Chatham World is chiefly remarkable as a contradiction of the theory that a semi-weekly paper has a small chance for life. It used to be the belief that, as compared with a weekly, tri-weekly or daily, such a sheet had all the odds against it. The World lives and is believed to prosper, though it is quite evident that the editor's whole heart is not in his work. Mr. Stewart is a good newspaper man and was once a prominent figure in St. John daily journalism. It is understood that he stays in Chatham because he cannot see his way clear to get out of it without loss.

When the Woodstock Press discards boiler plate matter on its outside pages, it will be a very creditable specimen of journalism in the river counties. It has as a rival the Sentinel, which is half a century old, and is the senior among the country weeklies. The Press is ambitious, how-



ever, and gives a great deal of live local news in readable form. Its editor is George L. Holyoke, and he is a good one. PROGRESS likes one of Mr. Holyoke's happy peculiarities. He persists in letting the people know the exact approximate circulation of the Press—2000—and with the knowledge that the editor and publisher is prominent in church and Sunday



school circles, the advertiser can accept that with his affidavit. The Press is one of the few country papers that sometimes has the enterprise to get the latest news from St. John by wire. Its inside pages are well put together and must be exceedingly entertaining to a resi-



dent of the up-river counties. The Woodstock papers should have fine prospects, with the best agricultural districts in maritime Canada around and above them. The Newcastle Union Advocate was started in the exciting days of the confederation question, and was for some years the only paper of any importance north of Moncton. Its editor, W. C. Anslow, is one of two brothers who took off their coats and worked as hard as any of their men. The other brother, John J. Anslow, is now running the Windsor, N. S., Hants Journal. The Union Advocate has always enjoyed a good circulation, and despite of opposition in later years, is able to hold its own against all new comers.

The Sackville Post and Borderer is a paper which is always well printed and has a great variety of local news. The Borderer, which was established in 1856, was sold to parties who transferred it to the Post, about ten years ago, giving Sackville one local paper, which is about all it needs or can stand. With one paper there is some chance of reducing accounts to a cash basis. With two there is an undue proportion of musty hay from Cookville, knotty wood from Midgie and doubtful butter from

NEW SPRING CLOTHS!

M. R. & A. have received their First Importation of Novelties in JACKET, ULSTER and CLOAK CLOTHS, including

- Fancy Mixed Cheviots; Fancy Stripe Cheviots; Oriental Stripe Cheviots; Line Stripe Alice Cloth; Self-colored Box Cloths.

Plain solid colors in both Alice and Box Cloths, include Bottle Green, Olive, Cardinal, Grenat; Slate Fawns in several shades, Browns, Navy and Myrtle.

Our "Making-up to Order" department will re-open on Monday, 4th inst., when we will be able to make all kinds and styles of OUTSIDE GARMENTS to order at short notice.

PRICES REASONABLE consistent with good work and style. MANCHESTER, ROBERTSON & ALLISON.

OUR IMPROVEMENTS ARE NOW COMPLETE, AND IN A FEW DAYS



We will be ready to extend a warm welcome to all our old Customers, and to as many new ones as may favor us with a call.

We also beg to apologize to those Customers who, during the past three weeks, have found us in such a sorry plight as our store has presented while the alterations have been in progress.

As an off-set, however, we will in the future have a much better opportunity to display our wares, and I wish that all our Customers will appreciate the greater comfort and convenience with which they will be able to inspect our large and varied stock.

EMERSON & FISHER, Stoves and Kitchen Hardware, 75 and 77 PRINCE WILLIAM STREET.

P. S.—Seasonable goods and specialties will be announced from time to time, as occasion offers.

CLOTHING GIVEN AWAY FREE! MARCH 6th,

"Oak Hall" Clothing Store, No. 5 MARKET SQUARE.

SCOVIL, FRASER & CO.

We will give away on the EVENING of WEDNESDAY, March 6, ONE of our CORKSCREW SACK COATS; ONE of our CORKSCREW PANTS and VEST (to match coat), and ONE pair of our Two Dollar and Fifty cents Pants. These goods are all first-class. The suit is good value at Twenty-two Dollars—although we sell the suit for Sixteen Dollars and Fifty cents. All that is required of you is to call at OAK HALL CLOTHING HOUSE, 5 MARKET SQUARE (LOOK FOR THE RED LIGHT), any time not later than SATURDAY EVENING, March 2, and register your name, and you will have a chance FREE OF CHARGE (won't cost you a cent), of getting either the coat, the pants and vest, or the pants. No person can register their name more than ONCE.

P. S.—Persons living in the country, by sending their name to us by letter or postal card, can have their name registered and have an equal chance. But no two names can be sent in one letter or card, the sender must write their own name to the letter or card. SCOVIL, FRASER & CO., No. 5 MARKET SQUARE.

LOOK FOR THE RED LIGHT.

FOR GOOD VALUE

Union and All-Wool Grey Flannels; Ladies' and Children's Wove Hosiery; Ladies' Vests; Black and Colored Cashmeres; Gloves; Jerseys and Jersey Coats, Embroidered Cloth Table Covers; Gent's Ribbed Shirts and Pants, etc., etc., GO TO

PITTS' General Dry Goods Store, 179 UNION STREET. 179

Aboushagan and Wood Point. The former editor of the Post was W. C. Milner, the philosopher, who reluctantly withdrew from active journalism because the country had need of him as collector of customs. The present editor is Mr. E. Woodworth who puts less philosophy into his articles, but is quite as conscientious as Mr. Milner in regard to telling the truth.

The French have a really good and well printed paper in Le Moniteur Acadien, which is published at Shediac. It is very fair in its discussion of political questions and has as it merits a large circulation. Its editor is Ferd. Robidoux, a man whom his compatriots should be proud of, for his bright, handsome, newsy sheet gives evidence that he is capable of doing great work on behalf of any cause he undertakes to champion. In every essential particular Le Moniteur Acadien is far and away ahead of most of the French weeklies published in the upper provinces.

The Harvey Observer and Sussex Record are comparatively young papers. The former is in the interests of the Conservatives of Albert county, while the latter, the first King's county paper, has had the distinguished honor of having George Francis Train as assistant editor. The other New Brunswick country papers are the St. Andrews Bay Pilot, which is likely to develop into a new paper or have opposition before long and Le Courier des Provinces Maritimes of Bathurst.

Fredericton, as the capital of New Brunswick, has no "country" papers, but it has some good weeklies and a semi-weekly. These are the eight-page Capital, the Maritime Farmer, which is chiefly notable for pungent paragraphs on general matters, and the Reporter, semi-weekly, which is 45 years old. If Editor Macnutt doesn't wake up and supplement the splendid advertising patronage extended to the Farmer by some live local matter, some of his friends in the newspaper business may bring him to his senses in a hurry. The Farmer is to Fredericton, Wednesday, what PROGRESS is to St. John, Saturday. People look to it for current local comments, and the more there are of them the better they are pleased. Mac is never in a rush, and never gets flurried. He gets to the office anywhere from 10 to 11 o'clock in the morning, and gives the people a chance to pay subscriptions and send in their new "ads." before he leaves. He is a happy and prosperous specimen of an editor and takes life easy, caring for little save that the Farmer goes to press some time Wednesday and that the bills are paid Saturday. Politically his paper is Conservative, decidedly so in dominion politics, but not so pronounced in its opposition to the local powers. In fact there is a dim and hazy idea with many Frederictonians that the Farmer is on the local fence and very apt to tumble off on the right side. The Capital has had a career of varied success. It was a weekly, then a tri-weekly, and again a weekly. The average newspaper man jumps to one conclusion when he sees the Capital: that there is a waste of good paper, good ink and fine presswork. With a considerable amount of work, which editor Cropley has never been able to put on it, the Capital should take no second place. It has age and an established reputation for reliability and cleanliness, and now that its owner has been wise enough to drop the book business, it should, with plenty of attention, come rapidly to the front as a favorite organ of the people. It is always talked about, the citizens look for it regularly, and they should always find it full of crisp, fresh news.