

Prominent Topics.

Advertising Marks.

THE CHRONICLE referred recently to the Bill then before Congress requiring newspapers to label as "advertising" all editorial and news matter for which they receive payment, and we pointed out the difficulty of enforcing any such law. There is a tremendous lot of incidental advertising, some of which is paid for directly and some indirectly, and some of which payment goes to the proprietor and some of which doesn't. The sales of the most effective journalistic influences never appear in the advertising accounts although they are not difficult for any man of common intelligence to recognise. A German newspaper published in the United States has discovered what appears at first sight an ingenious method of evading while strictly obeying the law. It marks everything it publishes "advertisements," including its news and its editorials, frankly admitting that it finds it difficult to distinguish between its paid and its unpaid matter. As, however, the law is intended primarily to enable the Post Office to exclude papers intended mainly to be advertising sheets from the second class of postal matter, which is entitled to a cent-a-pound rate, the Postmaster General has the matter in his own hands. He can quite fairly rule that a paper in which everything is marked "advertising" is an advertising sheet.

Standardising Motors.

The speedy termination of the British army manoeuvres is now attributed, not to the success of the aeroplanes in scouting, but to the great success of the transport service by means of motors. It is said that for the first time on record the supplies were about fourteen hours ahead of the troops. England is probably an ideal country for the experiment because of its good roads for motor service and because of the short distances leading to the congestion of traffic on the railways. As THE CHRONICLE has already pointed out, a class of motor lorries suitable for military service in emergency is now liberally subsidised by the British Government. Carrying the idea a step farther, it is now proposed that the whole mechanical transport of the Empire should now be standardised. That means that if the Dominions decide to subsidise motor vehicles for army service they should consult with the British military authorities with a view to adopting a type of vehicles that would be uniform for the whole Empire and, of course, that a type available for use throughout the Empire should be selected for subsidising in the United Kingdom. In this country of magnificent distances where the roads are generally bad, the transportation of troops under present conditions, say from ocean to ocean, can be done better by rail. It is, however, quite possible that subsidising the motor cars for agricultural and general business purposes which cars would be available for war purposes would

lead to better roads—a consummation devoutly to be wished. Standardising for Canada would, of course, be essential. Whether the best type for Canada would be the best for other parts of the Empire is a question for experts. If so, so much the better.

Cost of Government.

The State Comptroller of California estimates that during the last fiscal year the total public expenditure for state, city and county government was \$94,627,910.68. Adding the cost of Federal Government to the tax-payers of California would bring the total to \$100,000,000. The San Francisco Call says it is hard to see where the money has gone. It is hard to see where the money spent on permanent improvements in Montreal, has gone. In polite circles people shut one eye when they are looking for it. But \$100,000,000 a year is a good deal for the people of California to spend on the luxury of being governed, even with a few tangible public services thrown in.

Presidential Election.

The presidential election tumult which accompanied the nominating conventions has "subsided to a calm," but it would be a mistake to infer that there is little or no public interest in the result of the polling. The Census Bureau estimates that 15,815,000 men and 630,000 women will vote. In 1908 there were 14,888,442 votes cast, and in 1896, 13,920,000. There are 26,909,151 males of all races and colors in the United States who are over the voting age of twenty-one, but 3,758,587 of these are foreign-born and cannot vote because of non-citizenship. This leaves 23,260,560 native-born males of voting age, who, if some restriction does not stand in their way, can avail themselves of the right of franchise. Census figures show, however, that only 65 per cent. of "potential voters," as they are called, actually cast their ballots.

There are about 2,500,000 negro males of voting age, but 800,000 will be disqualified for illiteracy. The suffragettes have captured California, Colorado, Idaho, Utah, Washington and Wyoming. In these States in 1910, 1,346,925 women pleaded guilty to being of voting age, but only 654,784 are native born and of these over 630,000 are expected to vote on Tuesday. The favorite candidate in the betting is Governor Wilson. He strongly objects to the accusation that he stands for free trade. He says, "I have not heard a single thoughtful Democrat declare for free trade. I have heard every Democrat declaring for a policy of going through all the schedules of the tariff and finding all the illegitimate privileges and cutting every one of them out, leaving absolutely safe every sound and healthful fibre of American business."

This is straight enough on the question of free trade, which is not in issue just now, but with a platform like that a Government could go anywhere, and do anything in the way of tariff amendment short of free trade.