

but so long as arguments are just and fair, and not acrimonious, the respect of political opponents may be retained sufficiently to secure their subscriptions and a share of their advertising. The screeching, browbeating, anathematizing editorial fails, as a general rule, to command the respect or confidence of friend or foe.

The newspaper should be dignified in its news. All items which will make enemies rather than friends should be omitted. Nor should they contain opinions. The public should be left to draw its own conclusions from the facts stated. Reports of political meetings should be fair and liberal. The aim should be to please all members of the community—Conservative and Liberal, Protestant and Catholic, Protectionist and Freetrader. Diverse or opposite views should not be pandered to, but opposition should not be unnecessarily aroused. Rather say a good word than a bad one, even though your conscience may be stretched to do so. Liberality in local matters, speaking a good word for local industries, churches, local societies and organizations, is always the proper thing. Tell the truth, and do not spend time looking for something or somebody with whom to find fault.

The newspaper must be dignified in its advertisements. Its columns must be clean and wholesome. Innocent minds must not be stained or injured by reading anything which is not strictly proper for discussion. Just as great care must be taken to make the advertising columns readable, profitable and dignified, as in the case of the editorial and news columns. The

sentiments of the community must not be outraged, even in an advertisement.

The newspaper must be dignified in its business methods. The paper must be clean, bright and well printed. A dirty, besmeared, unattractive, poorly printed paper does not entitle the office from which it emanates to that respect and confidence necessary to its prosperity. The office itself should be bright, clean and inviting. All customers, subscribers and patrons must be treated with the prompt courtesy to be expected from any other tradesman. All bills should be paid promptly—and this is a point too many country publishers overlook—so that the tradesmen of the town may know that you are doing business on business principles. Run no dead ads, and collect all your bills when due. Slackness in methods of collecting are just as injurious to a good business reputation as remissness in other parts of your business. Push your advertising and your circulation as manufacturers and retailers would their wares. Do not let any person have the impression that you are giving away your paper or your advertising space. Ask a fair price for it, and insist on being paid, and people will realize that you are selling something which you are convinced is worth what you are asking for it. Such action will show that your paper has vitality, and that you have the stamina which begets success.

A chain is no stronger than its weakest link. The dignity of a newspaper is no greater than the dignity of the least dignified part. Every department of the paper must, therefore, possess in an equal degree this great and pre-essential quality.



THE WINNIPEG PAPERS.

The newspaper situation in Winnipeg is rather interesting at present. Three papers hold the field—The Free Press, The Tribune and The Nor-Wester. The first is the most strongly entrenched, and Molyneux St. John's recent resignation of the editorship does not mean that the paper will fall into incapable hands. The manager, J. B. Somerset, will probably supervise all departments of the office, and T. E. Morden will be chief editor. Mr. Morden is a good writer, and was for years on the local staff. His reports of the Legislature have always ranked as models of accuracy and fairness. The Free Press local is in

charge of J. A. Payne. The Nor' Wester ought to succeed well as an independent Conservative newspaper. Its leader writer is Mr. Beaton, formerly of The Free Press, and one of the most incisive and polished editorial writers in Canada. The Tribune, the Liberal organ, does the stalwart political business in Winnipeg, and remains under the control of R. L. Richardson. There appears to be room for three papers in Winnipeg, and under vigorous management they should all do well. W. F. Luxton, once the Great Mogul of The Free Press and the founder of The Nor' Wester, is now on the staff of The Tribune.



JOURNALISTS, SOCIETIES AND POLITICS.

“THE newspaper man who devotes much of his time to outside affairs,” said a veteran journalist to me the other day, “should carefully consider whether it is paying him to do it. If connections with this society or that help him in his newspaper capacity, the time and energy expended may be justified. A man must decide in each case for himself. No general rule can be laid down. If I am secretary of the Association for Reclaiming Mormons, or fetch-and-carry for the Muffinmen's Benefit Society, what advantage do I reap? Am I laying anything by for my old age or the future of my family? These organizations, and scores of others, are only too delighted to get the co-operation and assistance of newspaper men. They use our press influence for all it is worth—and vote us thanks in

return. The newspaper man who dabbles in politics occasionally gets a reward. The majority work for nothing, and the politicians laugh in their sleeves at these willing victims. The newspaper man will write, speak or work for a cause or a party, and will take out his reward in publishing announcements like these: “Mr. Dunderhead Grab-all, M.P., the veteran representative for North Whoppington, has been appointed chief inspector for the Dodo branch of the Department of Public Plunder. This wise choice will be unanimously approved,” etc. It is the same with many other organizations, some charitable, some literary, and some municipal. The newspaper man gives his time and energy and reaps no harvest. As I have said, where the connection is valuable the labor may be worth while. In