

haps hardly lofty, but in practice it works out fairly well owing to the proficiency of most franchised corporations in the manly art of self-defence, not to mention the extreme infrequency of those occasions on which the corporation is in the right. Certain other evils no newspaper, however "public-spirited," is ever seen to combat. The daily press has never raised a finger against the deceptive patent medicine, against which a rather successful campaign has been carried on by the magazines. It has never uttered a word concerning the less-than-living wages and the insanitary and dangerous conditions which prevail in a great number of retail stores. It left to the trade unions the whole burden of the fight against sweatshops and in favour of stringent factory inspection. And if, on the one hand, it is paralyzed by the large advertiser, on the other hand it is terrorized by the prejudices and superstitions of the average reader. Newspaper men are a severely practical class, and few of them entertain that profound moral objection to the segregation of social vice which is the one effectual argument which can be offered against it; but segregation is anathema to the public conscience of Ontario and Quebec, and consequently it is impossible to find a newspaper in those provinces which has a word to say in favour of it. The instance might be multiplied *ad libitum*. I doubt, for example, whether all the editors of papers below Mason and Dixon's line are really in favour of lynch law; but they are unanimous in concealing their objections. If they were really a great and independent educative force they could abolish lynching in six months.

And if the moral qualities of the daily press are largely reducible to dollars and cents, the intellectual qualities are governed by exactly the same considerations. The refined and cultured persons who come to me and inquire why the newspaper publishers of Canada do not give them refined and cultured newspapers, with no exaggerated statements and no screaming headlines and no divorce items and no murders and nothing except that which interests the intellectual man, overlook the fatal fact that it is not they who pay for the