

ments. Perhaps it may be worth the Canadian editor's while to consider a solution of the problem which is familiar to readers of the newspapers of the United Kingdom. The editor selects the two middle pages as the most important. The one to the reader's left he reserves for the editorials—"leading articles" as he terms them—important announcements, and perhaps a very special set of advertisements; that to the reader's right he makes his principal news page. His principal long article he puts on the right-hand column of this right-hand page and makes it "turn over" to the next page, so as to lead the reader on; the rest of the page he devotes to the other important news, usually with an eye to short telegrams. If he has articles which are too long for this treatment, but which are important, he puts on one of these two middle pages a short paragraph stating the purport of the news, and adding that the full report will be found on such and such a page. Thus the reader, on opening the paper, quickly learns what are the most important happenings of the day, and can find the various sorts of news with ease. When, however, the front page is devoted to news, it dwarfs the others; to be on any inside page is to be buried. Every important article must be on the front page, or its value is impeached. The natural result is the "(continued on page 3)" which so vexes readers. At all events the English practice is less trying to the tempers of the people who buy the paper.

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I come in the last sentence or two very close to another convention, which is rather new, and very singular. It is the fetish of the introduction. The introduction, often in newspaper offices termed the lead, is an opening paragraph or two designed to give a summary of the whole article. Its use is a subject which I discuss with some confidence, inasmuch as twenty years ago I was the principal writer of introductions on my paper. I am old enough to remember reporters who would begin a long report of a political meeting thus: "The Conservatives of Weston held a meeting last night in