

the more desirable it is that he should be reached by the advertising medium. Purveyors of kidney pills, one-dollar trousers, ten-dollar suburban lots, and gilt-framed crayon portraits do not pay their good money into the newspaper's cash-box in order that their offers may reach the eye of the university professor, the lawyer, the doctor, or the civil engineer. Far from it; they want to get at the least educated, least critical, most credulous, most gullible element of the population. The man who never read a newspaper before, who reads no other newspaper now, who reads nothing, indeed, but the one most vulgar and most sensational journal in the field, is a treasure to them. They are willing to pay fabulous sums per line for the privilege of reaching him. And those sums are very badly needed to pay the enormous cost of turning out a newspaper, cost which the subscribers to that newspaper, no matter how intellectual they be, how vociferously remonstrant against its vulgarities and concessions, how clamant for a high-toned journal for thinking men, will never pay out of their own pockets.

In certain fields the newspaper is, for purely business reasons, a substantial factor for good. That fact need no more be accounted to it for merit than the healthfulness of cheese need be set to the moral credit of my friend the cheese man. Generally speaking, such fields are those where good is to be achieved by lively criticism and the stimulation of public interest, without detriment to any substantial advertiser. In contests between franchised companies and the public, the aggressive and influential newspaper is always on the side of the public, even when the public is wrong. The reason is simple; the readers like corporation-baiting, and no amount of advertising that a franchised company can ordinarily control is sufficient to offset the loss to a newspaper from being suspected of "subservience to the interests." An eminent and successful managing editor in the west of Canada once expressed his rule of conduct to me as follows: "When a corporation is in the wrong, get after it; when it is in the right, let it defend itself." As a principle this is per-