

THE PULPIT AS A SIGN-BOARD.

NEWSPAPERS are deprived of a good deal of profitable advertising owing to the way ministers allow themselves and their pulpits to be used as a medium for making announcements which ought to be made through the press. The daily papers are the chief sufferers. But they have the remedy partly in their own hands, for a little gentle railery of the cleric who makes a sign-board of himself can do more to expose the ridiculous nature of the practice than any other course of treatment. There is no earthly reason why a religious service should be interrupted in order to string off a long list of meetings and amusements which have no connection with the congregation to whom they are addressed. A concert under the auspices of some local society more or less usually less associated with benevolent or temperance work, has no more claim to be heralded forth from the town pulpits than the good quality and fitting properties of the shirts of the eminent outfitter, Mr. Smith, or the excellent canned goods offered by Mr. Brown, the no less eminent grocer. Some clergymen make it an inflexible rule to limit their pulpit announcements to the concerns of their own particular congregation. There are others who, from mistaken courtesy, read out any notice placed in their hands. These are the proper material for the newspaper, and the clergy should be posted on this point by judicious advice, delicately administered, as the case may require. An English society lady is said to be abandoning the sending out of invitations when she gives a reception, and simply advertises the affair. This brings all her friends to the gathering, and saves her the trouble of writing invitation cards or notifying her clergyman.

THE POSITION OF EDITORS AND REPORTERS.

By JAMES HARKER, WRITING, MONTREAL.

AS TO the strange condition of professional journalism, I think that perhaps the fault is with journalists themselves that they are in no better position financially than they are. If there were some association among them with the aim of betterment of their position that animates the trades-unionists I am sure there would be benefit therefrom. As the matter stands, there are few professional journalists. These are nearly all poor either as proprietors or salaried men. A very large number make journalism the stepping stone to some other object—the law, the church, or the political arena. To the ordinary proprietor, it appears to me, a leather-headed, slipshod reporter is of as much account as one who is more capable, though less showy. A good many of the proprietors are poor writers themselves—would not know good grammar from bad, not to speak of the styles of composition—and actually encourage the blatant, cheeky, careless fellow in preference to the more solid and less showy individual who really takes an interest in doing his work. The one thing few journalists seem to realize—proprietors or salaried men—is their responsibility to mankind as agents of Providence in the general progress. The greatest blessing to any state, next to good schools, should be a sturdy, independent, intelligent press. This is not to be had from under-paid writers; neither is it to be had unless some discrimination is exercised as to the class taken upon newspapers as make shifts for writers. Any organization of journalists that would take up and deal with this matter would be a gain not only to the press but to the country. Surely, if the dignity of law, medicine, pulpit or

trade even, are worth preserving and elevating, that of the press—the voice, if not the mirror, of public opinion (the creator, more likely, thereof)—should be considered equally worthy. I should much like to join any such association.

THE NEW STATISTICS CONCERNING NEWSPAPERS.

“OF THE making of newspapers there is no end” must be the reflection of anyone who examines the statistics relating to newspapers in Canada. The past eight years have shown a remarkable growth in the number and importance of newspapers, and Mr. George Johnson, the Dominion Statistician—himself an experienced journalist—has prepared for the forthcoming issue of the Year Book of Canada a very full and interesting statement of the number of journals in all the provinces of the Dominion. At the end of 1893 Canada had 919 newspapers and periodicals. Of these 66 were in the French language, 12 in German, and 1 each in Scandinavian, Icelandic and Gaelic. The rest were in English. Between 1885 and 1893 the number of papers in French have increased from one for every 25,810 French-speaking people to one for every 21,300 similar people; and the number in English has grown from one for every 5,480 English-speaking people to one for every 4,085.

As seems natural, the percentage of growth in the number of new papers is highest in the newer districts, like the Northwest and British Columbia, where more papers have been started than anywhere else in proportion to the number which existed in 1885. Of the 92 dailies, 35 are morning and 57 evening. In Ontario there are 31 evening papers, and 11 in Quebec. The following table gives a condensed and convenient summing up of the newspaper field in the various provinces:

PROVINCES.	Daily.	Tri-weekly.	Semi-weekly.	Weekly.	Bi-weekly.	Semi-monthly.	Monthly.	Quarterly.	Total.
Ontario	44	1	8	26	2	14	6	1	104
Quebec	11	1	1	2	1	1	1	1	19
Nova Scotia	2	1	1	1	1	1	1	1	9
New Brunswick	2	1	1	1	1	1	1	1	9
Prince Edward Island	1	1	1	1	1	1	1	1	7
Manitoba	1	1	1	1	1	1	1	1	7
British Columbia	2	1	1	1	1	1	1	1	9
Northwest Territories	2	1	1	1	1	1	1	1	9
Total	67	5	25	67	6	25	10	2	207

At a glance one can see that Ontario leads, and that the new provinces are rapidly increasing their number of publications.

Mr. Johnson notes the growth of class journals in Canada. There were, as he puts it, 22 departments of knowledge represented by 44 journals in 1885, while in 1893 there were 42 branches represented by 138 journals. Such organizations and societies as Foresters, Freemasons and Oddfellows have now 12 journals devoted to their interests, an increase of 5 over 1885. Medicine and surgery have 9 publications: 3 in Ontario, 4 in Quebec, and one each in Nova Scotia and New Brunswick.

The census returns of the printing and publishing business in Canada form an instructive conclusion to the foregoing newspaper statistics. The figures for the three decades are:

	1871	1881	1891
No. of establishments	143	204	329
No. of employees	1,447	5,111	7,738
Wages paid	\$1,101,012	\$1,727,112	\$3,526,612
Capital employed	2,357,500	4,200,175	5,200,175
Annual output	4,200,175	6,707,294	7,500,175