

these are the rich field. Hence the extravagant devotion of our newspapers to sports, the chief interest of the young; hence the childish imaginings, the sentimental twaddle, the sensational extravagances, the constant recurrence to a few primitive ideas, in the news columns,—soft food for the mental milk-teeth of those who have hardly begun to think; hence the eye-smiting headlines to catch the attention of those who have not the patience to read.

The new reader, there is the puzzle. He is pouring into our country in millions from foreign shores. He is pouring into our cities from remote and paperless farmsteads in thousands. In the masculine pronoun is embraced the feminine; for every two new papers sold to the young Canadian male, one at least is sold to the young Canadian female. We who make newspapers are obliged to go after him—and her—whether we like it or not. It is not altogether of our own volition that we have reached out and grabbed him by the ear and pushed our product into his hand. Editorially, if left to ourselves, we should probably let him go his way un-newspapered; he has not the money to pay us what it costs us to provide him with the news of the day. But behind us, insistent and compulsive, ever urging us to get our papers at all costs into the hands of every man, woman, and child who has a dollar to spend on a patent medicine or a patent tea-pot, is the greatest commercial force that our age has produced—the force of advertising. But for the growth of modern advertising we should still be looking only to the patronage of those who can afford to pay the real cost of producing our papers. We should probably be selling at five cents or ten cents a copy, and we should be just as intellectual as the five-cent or ten-cent people wanted us to be. But in a large sense it is the advertisers who publish the newspapers to-day. And it is a sad and established fact that, to a very large number of advertisers, the less intelligent a man is—provided always, of course, that he can read an advertisement expressed in pictures and words of two syllables, or has somebody at home who can read it for him—