

Correspondence.

IGNORANCE AS EXHIBITED IN NEWSPAPERS.

Editor Printer and Publisher:

SIR:—We boast, and justly so, of the superior educational system of Ontario, but our daily papers show that the system has not brought forth good fruit, if one may judge by the ignorance so frequently exhibited in their columns. I do not mean typographical errors, though these are far too numerous; but ignorance which should not find a place in a city paper. Here are some specimens:—

In last Saturday's *Empire* mention is made of Mrs. E. M. Braddon, the novelist.

In the *Globe* of the 5th inst., in a letter by a correspondent, there is a statement about "the Duncan and Scott Acts."

In a recent issue of the *Stratford Herald* mention was made of "Paul's appeal to the jailor Felix."

I could add many more, but these show that in each instance three persons at least were ignorant, namely, the writer, the compositor, and the proof-reader, to say nothing of the editor or his sub.

I venture to say that in no old country village weekly could such ignorance be found, and I think it is not to the credit of the newspaper press of Ontario that such a state of things exist.

PALMERSTON, NOV. 14, 1892

J. T. L.

CURIOUS NEWSPAPERS

THE most northerly newspaper in the world is the *Nord Kap*, which is published once a week at Hammerfest. The editor, one Peter Johansen, lives and works in a little wooden house, which like all the houses in Hammerfest, has a turf roof. As the *Nord Kap* receives no news through the telegraph, but only such as the port ship is able to bring, it is a long time before the folks of Hammerfest can learn what has been going on in the rest of the world. The news is generally about eight days old when it reaches the office, and as the newspaper is only printed once a week it is sometimes fourteen days before the news gets into print, and it is some days after this before the last copy has been delivered to subscribers. As late news is probably considered by the inhabitants to be better than no news, doubtless the *Nord Kap* is as popular as many of its contemporaries in more civilized localities.

Equally curious in its way is the *Mashonaland Herald* and *Zambesian Times*. The paper is the size of

a sheet of foolscap, and is not printed. The original writing of its contributors is reproduced by means of the hektograph. Mr. G. A. Sala says that he knows of a more remarkable journal than this published in some part of the Deccan. "This newspaper was published every morning, lithographed on a square of white cotton stuff. It had the advantage that after being perused in could be used as a pocket handkerchief, and in the evening this 'journal mouchoir' was returned to the local washer-men, who, after it had gone through the requisite lavatory processes, returned it to the newspaper office to be reissued to subscribers. Whether there was an *edition de luxe* lithographed on French cambric with lace borders, for the use of the ladies of the cantonment, I am not aware." Mr. Sala ought to know something about newspapers, but this Anglo-Indian publication reads somewhat like a fairy tale.

ADVERTISING

THE reader of the advertisements in a newspaper has the greater advantage in that he gets the most valuable and available information upon all questions of economic and general interest. He may not be able to tell you the score of the latest base ball match, but he can tell you where to buy the best and cheapest paraphernalia pertaining to the game. He may not be able to give the time of a noted speeder, but he may be able to tell you where to buy a horse that has a record. And so in every department of activity you will find the students of the advertising department, the local encyclopedia. From "a situation wanted" to a "farm for sale"; from a "notice" of a corporation meeting to an "announcement" of a church fair; from the price of a quart of onion sets to the latest figure in sugar; from the cost of a remnant of ribbon to a full dress pattern, he is a well spring of correct information. He can tell you where to buy a dog, and where the stray cow is; he can tell you where you can get a bargain in a house and lot, and where you can get all the belongings to fix up for a home, even to the extent of securing the home-maker and a full complement of help. He may tell you where you may find lost jewelry and may direct the police to the man who stole it. He may give information as to a lost child, or anything else in which humanity is interested. The advertising department of a newspaper is presumed to build up a newspaper establishment. In a certain sense it is so, but the advertisement would never amount to much if the news department were not so carefully conducted as to make the paper talked about and commented upon, and its circulation thereby so increased as to attract the patronage of advertisers. The principal benefits of the advertisements is in favor of the patrons of the newspaper. The careful, attentive reader of the advertisements