

of being brought, however inaccurately and remotely, into contact with the events of the world, had in itself a slightly educative effect. There have been various instances, no doubt, of the degradation of a good newspaper, but they have been brought about by the fact that the paper had already, through some change in the character of the population or the nature of its competition, lost a portion of its higher-grade public and set itself deliberately to seek a new public in the easiest-tilled field, the field of those who have only just begun to read any paper at all. And it is rare that such changes are wholly successful.

Therefore we find that it is, commercially, good policy for an established paper to keep its standard slightly above that of its average reader; not to preach at him or to tell him that he is being uplifted, but simply to act as if his tastes and interests were a wee bit better than they really are. The chances are that in course of time they will become so. But, unfortunately, we live in a period when no newspaper can afford to rest content with the subscribers which it already has. Apart altogether from the fact that the oldest and most faithful subscriber must in course of time pass to a land where there is neither morning nor evening, and consequently neither morning paper nor evening paper, it is impossible for any newspaper at the present moment to stand still; it must either expand or die. The cost of getting out a newspaper containing the required amount of news and fiction is constantly on the increase. That increase must be defrayed by larger advertising receipts, which can only be secured by larger circulation. No matter how well established a paper may be, therefore, it must be constantly on the aggressive, constantly striving to secure new readers. Where are they to be had? From the class of people who are already reading a better paper than that which seeks their patronage? Scarcely. From the class who are reading an inferior paper? To some extent; but chiefly and constantly and most profitably, from the people who are reading no newspaper at all. The young person and the immigrant,