

such men to elevate the standard of journalistic morals. Men with firm convictions, the result of long, careful and critical study, are the men who are respected. But the rabble goes a certain direction, and most editorial writers follow them for the sake of popularity; or perhaps a prospective loss of a few dollars will cause a change in opinion.

A WRITER in one of our leading dailies took occasion to remark in a recent issue, that to hold wrong-doing up to the public gaze is injurious to the moral health of the community. That sympathy with the wrong-doer is often created by such action. One instance cited was the sympathy created by Milton in his "Paradise Lost" for the Arch-Traitor, the Great Fallen One. It is undoubtedly true that Milton surrounded this wicked angel with a halo of fortitude and courage which makes any man, moral or immoral, a hero. THE PRINTER AND PUBLISHER has spoken several times on this subject, yet much remains to be said concerning the scope of journalism. Much that has hitherto been inserted without protest should be severely condemned. Purity in presentation of all classes of happenings is desirable and necessary. The vulgar must be avoided and the obscene and degrading matter tabooed.

THE newspaper is gaining in influence. Slowly but surely the circle is widening, and improvements in journalistic art are bound to be effectual in widening the circle still more. It has been frequently remarked of late, that Canadian journals were becoming more independent and less partisan. A recent editorial in the *Week* calls attention to this fact, and illustrates it by reference to the attitude of the majority of the newspapers while the canal toll question was under discussion. While we agree with the *Week* that there is an improvement, we must say that the improvement is but slight, and that we are yet a long way off from excellence. Justice to opponents has not yet entered into the minds of the majority of journalistic writers of to-day, neither in Canada, nor in the United States. The aim of our writers is not to weigh all the evidence and testimony in the scales of reason and thus arrive at truth; but the custom is rather to decide on the stand to be taken on any question, and then to bring all the ingenuity possible to maintain that stand. It is condemn or liberate the criminal first and then try him, guiding the trial so as to justify what has been done. Moderation on the part of our journalistic writers is to be desired, but the critical judgment which seeks after truth is hard to be found, and perhaps will never be prominent, nor even recognized as the proper thing by the public, until the pernicious party politics are banished or modified.

BOOMERANG ADVERTISING

IN the railway depots of Ontario may be seen a huge, ungainly collection of the business cards of the "leading" newspapers of this province. This large sign is supposed to tell the reader the names of the best newspapers in each town in Ontario. It was got up by a man who wanted to make money, and he made it. It is doubtful if he could have made the same amount, in the same manner, out of those engaged in any other business of this province. He seemed to recognize that people like to be humbugged, and that those who are most easily humbugged are those whose business it is to guard the public from the depredations of humbugs. But the sign remains a monument to the inconsistency of men, who live on the profits of legitimate advertising, of men who are supposed to be thoroughly conversant with the principles of proper advertising.

Railroad advertising is in most cases a failure, and thousands of dollars have been sunk in this work, for which not a cent of revenue has ever been received. Advertising to be effectual must be in an advertising medium, and station houses are not an advertising medium. They are frequented by persons who are there in a hurry, for the purpose of securing a ticket and moving on, not for the purpose of reading advertisements. Only one person in a hundred ever reads these cards, and not over one in a thousand reads them with sufficient care to ever remember what has been read. When a man is looking for an advertisement and sees it, he then remembers and profits by what he has read. But no one would ever think of starting for a railway depot, when he wanted to find out the name of the best paper in a particular town or county. He would at once look for a newspaper or other directory; that is, something authentic and reliable.

Moreover, the editor who countenanced such a proceeding, struck a blow—though, perhaps, a feeble one—at proper and legitimate means of advertising. These legitimate means are the news and trade papers. Their business is to make their papers interesting, so that they will be read, and to make them so reliable that they will be trusted. They are the established and proper channels through which the seller reaches the buyer, and at least ninety per cent. of the buyers of this country read the newspapers. They not only read the news, but they study the particular advertisements which tell them about those articles in which they are accustomed to deal. They know the advertisements that will appear there, and that is the place they are accustomed to look for them. It is a combination of knowledge and habit. When they are reading these advertisements, their minds are not fixed on something more important to them at the