

**THE ETHICS OF JOURNALISM.**

THE following extracts from an address delivered by Bishop Chas. B. Galloway before the National Editorial Association of the United States are well worth considering: "Let us consider journalism in its relation to language and literature. We owe something to our mother tongue. An influential journal is more or less the guardian of our Anglo-Saxon language, and, in a certain sense, is an instructor in its ready and skillful use. Upon it, in large measure, rests the responsibility of right education in a pure style of expression. It is related of the elder Bennett, the founder of *The New York Herald*, that he thus addressed an aspiring young journalist just entering the profession: 'Young man, you seem to think that the province of the newspaper is to instruct and improve. You are mistaken; it is to astonish and amuse.' And in that dictum he has been followed by a numerous generation. They eagerly seized upon it and emblazoned it as the lofty motto of their journalistic career. But, in the face of a history so remarkable and an enterprise so successful, I must admit that his declaration cheapens and degrades the high mission of the press. Nor does his own mighty and mammoth *Herald* sustain the assertion. What other columns so teem with news from all lands and climes? What other metropolitan commands the varied gifts and learning of so many cultivated writers? What other leaders so signally display the classic grace of Addison, with the epigrammatic freshness of Prentice and the sturdy strength of Carlyle, that master of letters, who has been facetiously denominated 'a trip-hammer with an Æolian attachment!'

"And yet there are editors who consider the ready use of a mongrel vocabulary the sure evidence of journalistic genius. I know some papers that seem to be called and commissioned to teach slang and swagger. Now, mark you, I do not advise a staid stiffness and somnolent dullness of style that merit and prophesy a speedy funeral and a place in the cemetery of newspaperdom already crowded with the tombs of ill-fated enterprises. There must be vivacity, vividness and vigor—the sparkle and freshness of striking expression—to command readers and achieve success. Prosaic precision is an enemy to stirring effect and 'penetrative energy.' But, on the contrary, coarseness and slang, slovenly by-words and impure expletives, are to be avoided as degrading to the dignity of the profession and corrupting to our pure idiomatic English.

"In the grasp and sweep of peerless enterprise, so characteristic of the modern press, there is too little discrimination as to the quality of news served up for eager readers. Indeed, scandal and crime seem to have the preference with an industrious, wide-awake newsgatherer. I would not restrain the imperial spirit of enterprise, or lay a repressing hand upon its glorious courage, but an improvement in the manner of displaying the immoral is the demand of sensitive virtue and public morality. If criminal news is given, it should not be portrayed in humorous phrase or emblazoned with flaming headlines. This only feeds a vicious sentiment, and becomes a very curse to purity and young ambition.

"For the honor of our noble profession, we ought to frown down that muck-rake journalism that feeds its readers

on garbage and the malodorous decoctions of misery, vulgarity, vice and crime. I do not ask that every journalist should become a homilist or a moral censor, but I do plead for a lofty sense of public responsibility, founded upon and inspired by the purest moral philosophy. On every page of his paper should be reflected the expression of a true manhood, and every damp sheet, fresh from the press, should enfold the aroma of a pure and generous patriotism."

**PULPIT FREE ADS.**

The following, from one of the first issues of *The Wrexeter, Ont., Star*, is timely and sensible: "It appears to be quite a common practice in this locality for the Rev. gentlemen to advertise various kinds of lectures, etc., from the pulpit on Sunday during Divine service. Of course necessity is the mother of invention, but, as there is now a weekly newspaper here, we would just suggest that advertising of purely secular affairs for making money be done in the proper place. Where meetings or lectures are free and for the public good we will always give a free notice, but where the object is to make money for the individual or society, we shall expect to be paid for the advertising of such. However, we would rather give a free local for a lecture on South Africa or the Klondyke, than to sit and listen to a 10-minute description from the pulpit, which, to say the least of it, seems a little out of place, and below the dignity of the profession."

**A PLEA FOR THE HOME PAPER.**

Southampton Beacon.

During the past few days a couple of gentlemen have been in town soliciting orders for job work. There is no necessity for any printing being done out of town. We can do your billheads, letterheads, envelopes, statements, noteheads, etc., just as well as anybody else and our prices are no higher. When one of these outsiders approaches you, business man, just ask yourself whether he or *The Beacon* has the most right to get your order. Does the stranger ever publish your name when you or any member of your family go away on a visit or you have visitors come to see you; does the stranger let the world know that you have built a new house, bought a house, sold a house, or made any other business deal; does the stranger advocate any needed local improvements to the town; does the stranger tell you how your child stands in his or her class at school? These are little favors we perform for you amongst a myriad of others, and for which we deserve your thoughtfulness when the stranger comes around and asks you for that which enables us to carry on business if we get it and which would soon oblige us to pull up stakes if we didn't get it.

The graduating class this year at Toronto University have issued a handsome volume of letter press and illustrations, in oblong album size. The editing and general supervision were entrusted to Ernest H. Cooper, B.A., who has done the work well. The half-tones and press-work were entrusted to the Salvation Army printing house.