

gains We are getting back to low prices, and consequently small profit, and the "nimble sixpence," should it be nimble, must be assiduously looked after and cared for. Our best hope in business stability is not in spasmodic rushes of trade, with high prices, but in that constant, steady and persistent demand, which, even with low prices, buys safely, pays promptly, and insures solidity, strength and consequent success.—*American Stationer.*

The Newspaper and the Advertiser.

Mr. T. Gibson Bowles writes as follows in the July number of the *Fortnightly Review*. A newspaper is a commercial venture, and regarded in this light our modern newspapers present some very strange anomalies. The expense of producing a daily newspaper may be divided into two heads—first, there is the cost of writing the newspaper (in which I include the payments to editor and writers, and the cost of telegrams and other matters), added to which there is the cost of composition or setting-up the writing in type. The charge under this head is a constant sum whether there be one copy printed or a million. Then comes the second head of charges, which vary with the number of the paper printed. It is composed of the cost of the paper itself on which the journal is printed, and the cost of the actual printing or "machinery" of the type already set-up. Now it is a fact that with the utmost economy the charge under this second head amounts, for the penny newspaper of the common size, to about as much as the paper itself is sold for to the trade. It follows, therefore, that while the varying charges under the second head is more or less provided for by the sale of the papers, the constant and much larger charge under the first head is not so provided for. How, then, is it met? Solely and exclusively by the revenue derived from advertisement. The result is this, that a newspaper lives not upon its circulation, but upon its advertisements. In fact, it buys publicity for its news by selling publicity for its advertisements; it gives away for nothing the news which it professes to sell, on conditions of being paid for the advertisements which accompany. Its real customers are not its readers, but its advertisers; the commodity it deals in is not news, but attention. It buys the attention of its readers by its news, and sells that attention to its advertisers for their money. If now the cost of the paper and the machining, instead of merely equaling, should, as is sometimes the case, exceed the sum for which the paper is sold, then the best financial position for that newspaper to be in is one in which not a single copy of the newspaper should be sold at all. Of course, however, the result in this case would be that it would get no advertisements, inasmuch as the advertiser wishes to have his advertisement circulated as largely as possible; and, as a matter of fact, the object of a newspaper proprietor in the position I have described must be to obtain the largest number of advertisements with the smallest amount of circulation. Mr. Mowbray Morris, for instance, giving evidence before a committee of the House of Commons in 1851 as to the *Times*, was asked this question, "The greater the circulation the greater the loss?" and answered, "The greater

the loss beyond a certain limit." He was then asked: "Do you not mean this, that when you have a supplement, so far as your supplement is concerned, if you only printed one copy of it your gain would be the greatest." To which he answered: "Yes." After this he was asked: "For every copy you sell you diminish your gain, and when you pass a certain line it becomes an absolute loss?" to which he replied, "Just so; that is to say, when the expenditures exceed the value of the advertisements."

Thus it will be seen that newspapers are in reality somewhat in a false position. They profess to sell news and to give advertisements to boot. What they really do is to sell publicity for advertisements and to give news to boot.—*Bradstreet's.*

Scientific Philanthropy.

Mr. Lee J. Vance writes in the *Popular Science Monthly*:

The conscious aim of scientific philanthropy is in the first place to deal with the struggle of man with nature—is to help men to help themselves; secondly, its aim is to regulate the struggle of man with man—is to help men to understand and adapt themselves to the conditions of existence. It is commonly noticed that the individual who succeeds in his struggle with nature is apt to be successful in the God-natured struggle with his fellow-men. As Darwin proves, the intemperate suffer from a high rate of mortality and the extremely profligate leave few offspring. There is economy in this process of elimination whereby the transmission of the industrial vices is restricted, and in the competition of life the degraded members of society, unable to adapt themselves to the conditions imposed by physical and social environment, succumb before the rest of the population. The scientific idea of benevolence involves, first, the preparation of man to receive intelligently nature's stern discipline—that is, to help him avoid all the evils coming from disobedience of physical agencies, and also to aid him in grasping those great rewards, which, as Huxley says, nature scatters with as lavish a hand as her penalties. The philanthropist will show us that the hereditary vices which the parent establishes for his children and his children's children meet in the long run with certain punishment. If we could believe in the certainty of punishment, says Sir J. Lubbock, temptation, which is at the root of crime, would be cut away and mankind would become more innocent. The penalties attached to the consumptive, scrofulous or syphilitic in contracting marriage are sharp and sure—oftentimes swift and merciless. Men sin from a mistaken idea of what constitute's to-day's pleasure and tomorrow's pain, and it is not pleasant to be reminded that a great deal of our suffering is due more to ancestral errors than to our own.—*Bradstreet's.*

PORTAGE LA PRAIRIE.

W. P. Smith resumed work in his brick yard last week. He has the contract for the brick for the Neepawa court house.

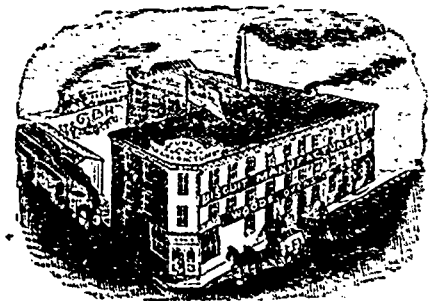
Seven car loads of flour were shipped in one consignment by the Portage Milling Company last week to towns along the C.P.R. line west.

The machinery for the new flour mill, which is being built at Fort Qu'Appelle by the proprietors of the Portage oatmeal mill, is en route to its destination from Owen Sound.

The paper mill is doing a large business, having been constantly running since it started this spring. Three tons of paper are turned out daily, most of which is shipped to Winnipeg.

The Town Clerk will deliver to the Secretary-treasurer of the Central Judicial Board to-day, a list of town lots liable to be sold for taxes. After thirty days' notice the properties will be sold by auction.

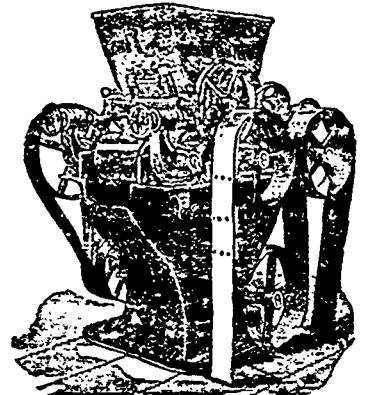
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