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IN THE PUBLIC VIEW

IT is probably a mere coincidence of travel that the two peers of the realm, Lords Milner and Northcliffe, have been in Canada during a general election; and that on the day of election both were in the capital city of Ontario. There will perhaps be a few unsuspecting scribes who will not see in this any political significance. Both these noblemen have been saying things out loud; both have

decisive opinions as to Canadian nationality and both seem to be men of strong convictions; but neither has intimated whether the Halifax platform or Laurierism is better for Canada.

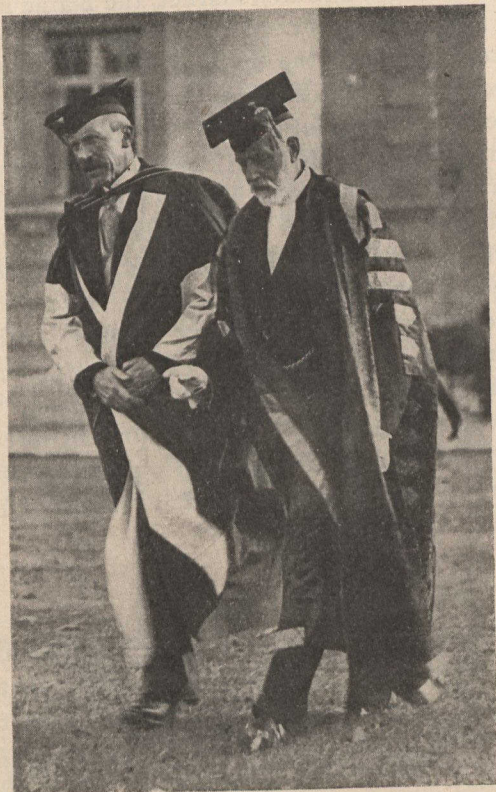
The public seems to know more about Lord Northcliffe, who in spite of his title has always been a man of the public. Lord Milner though quite as public a man has never catered to the populace so cleverly as the only and original Harmsworth, whose newspapers and other publications number more than a score in the United Kingdom; who owns vast forests of pulpwood in Newfoundland where he is regarded as the possible pooh-bah in succession to the late Sir George Reid. Lord Northcliffe has the distinction of having made British journalism a trade. He does not deny this. He has made a gospel of

into professional life. In his business methods he is said to have no regard for personalities or for his own relations; expects every man to prove his worth by carrying out the Harmsworth gospel. In his public utterances in Canada he has exhibited profound shrewdness and common sense. He had nothing to say about ideals of national life. Assuming that the main thing in a new country is trade, he talked of trade. For the Canada of the next fifty years he has great respect. He struck no wail of lament over the need for more poetry and art galleries and national music; but he spoke eloquently of investments, of population, of organisation and of capital. And when he had finished there was no man to say he had inspired a single sentiment beyond the confines of the blue-books.

SOMEWHAT different that other journalist, Lord Milner, who has already spoken several times in Canada and who has succeeded in arousing much enthusiasm not merely for the trade that follows the flag but for the flag that floats over an Empire. He spoke not as a journalist or a tradesman, but as a statesman; as one who in various parts of the Empire has seen the rise and fall of peoples, the upbuilding of great colonies and the growth of great political ideas. He spoke of political architects; realising that in Canada there are a few of these builders as well as in England. He dwelt upon the vast extent of the country which to him, even without the Maritime Provinces which he had not seen, seemed like four countries in one. While he alluded to trade and to war he laid great stress on development of national character. To him it was profoundly significant that Halifax is nearer Liverpool than to Vancouver and Victoria. The romance of history and of geography in Canada—he saw it; and though he said nothing about Lord Strathcona, who was freely alluded to by Lord Northcliffe as one of the builders and organisers of Canada, he saw in the imagination the vast country which for so many years that great man administered under the authority of a great trading organisation.

So far as the eloquence of personality is concerned, Lord Milner will be remembered in Canada when Lord Northcliffe will be forgotten. Millions of Canadians may yet read the Harmsworth publications; but when millions of these are dead and the papers are to be found on every news-stand from Halifax to Victoria, the man Harmsworth will be remembered as a great organiser whose chief idea of empire was a huge business organisation and whose gospel was trade and success. But the former Under-Secretary for Finance in Egypt, and the Governor of the Cape of Good Hope and of the Transvaal and the Orange River Colony, and Commissioner for South Africa during the period when a great war and great political ideas were in the public imagination—he will be remembered as one who had bigger thoughts of empire than as a maker of trade.

THE Hon. Mr. Brodeur has the distinction of being the only member of the Laurier administration and the only Liberal candidate to be elected by acclamation in the general election of 1908. Mr. W. F. Maclean, publisher of the *Toronto World* and former member for South York, was the only Conservative securing the same honour. Mr. Maclean was not in the lime-light recently and hence his honour does not attract so much attention.



Lord Milner and Sir William Meredith crossing the Lawn at the University of Toronto.

success quite as profoundly as Mr. Hearst, whom in a manner he resembles in his journalistic methods, though not perhaps in his ethics. He began journalism by being an office boy in the publication known as *Tit-bits*; by the time he was twenty-one he had stepped into the public eye through the medium of a publication which went *Tit-bits* one better—the peculiarly Harmsworthian thing known as *Answers*, which began life by publishing all sorts and conditions of questions on all manner of subjects, and answering the same. *Answers* sold for a halfpenny, thus upsetting the traditions of dignified, sixpenny journalism and preparing the way for the first halfpenny newspaper in the United Kingdom, the *London Daily Mail*. More millions of people now read the Harmsworth publications than read even the Hearst sheets in the United States. Mr. Harmsworth had the advantage of a dense population easily accessible; and a huge music-hall clientele who had just the sort of conditions to face in life that Harmsworth understood.

By business methods applied to journalism Mr. Harmsworth became first a baronet; then entered the House of Lords. The fact that his journalistic rival, Mr. C. Arthur Pearson, failed to reach a peerage seems to make Lord Northcliffe's promotion all the more strange. Many were of the opinion that the originator of *Answers* and the *London Daily Mail* would not value a seat among peers of the realm. But this is one of the Harmsworth ways of measuring success. He understands that the public to whom his papers speak every day set more store by a lord than by a baronet. It is good business for Lord Northcliffe to be lord; nevertheless he is not quite the sort of lord that some of the hereditary titulars are.

Withal this Northcliffe is an able man; a dazzling gentleman in journalism who has carried trade principles as far as they will go



Lord Milner, at St. Andrew's College, Toronto.