

ference being had to the methods pursued by those papers at the recent Toronto Industrial Exhibition. Hundreds of manufacturers were induced to bring exhibits to the Fair, and perhaps not one in ten of them received any compensation whatever for the care, labor and expense they were at in thus exhibiting. The object of the Industrial Exhibition Association was to show to the country what Canada could do in the way of manufacturing all kinds of machines and machinery; and the object of the manufacturers was to show that they were the ones who could produce the goods. And while the displays there made reflected much credit on Canada, the Fair itself was of great value to Toronto in that it brought hundreds of thousands of visitors into the city who distributed much wealth in it, and who could not but sing its praises afterwards. This is where Toronto was and is benefited by the Fair, and by the hundreds of exhibits made by the manufacturers. Of course there were many most interesting exhibits at the Fair other than those here alluded to; and without doubt these added vastly to the interest of the occasion. Horses and cattle, sheep and hogs, poultry and apiary products, the fruits and flowers and the grains and vegetables all possessed interest as showing that the agricultural, farming and kindred industries of the country were in a most flourishing and encouraging condition.

It might be reasonably be supposed that with so large and important an attraction as the Toronto Fair in active operation within the limits of the city, where scores of thousands of people assembled every day, the Toronto daily papers which profess so much attachment and devotion to the interest of the city would have found pleasure in giving generous space in recounting and enumerating the attractions of it. And so they did in certain directions. They told about all there was to say about the sights to be seen in front of the grand stand; of the acrobatic and trapeze performances; of the trained horses and dogs; of the wild Arabs of the desert, imported direct from the Midway Plaisance, and of the camels they rode; and quite vivid descriptions were given of the Nautch girls and their sinuous and suggestive dances. They gave, too, the names of the fast horses and the time they made; and when the awards were declared for the prize animals, they were published. It was all right that this information should be given, for if it had not been, together with the names of the favored ones who were invited to partake of lunch with the directors, the public would not have known that the Fair was in operation. These announcements were made as matters of information to the public of what was going on at the Fair; and from the nature of them no money was paid for their publication in the Toronto daily papers.

But when it came to noticing the exhibits of the manufacturers the methods of these papers were entirely changed. There were many valuable exhibits of machines and machinery shown there upon which the manufacturers had expended a great deal of money, had been at heavy expense in setting up and operating, paying hotel bills for attendants and large charges for incidentals; and which were centres of attraction to large crowds of intelligent visitors at all times. And here it was that the advertising cormorants of the Toronto daily newspapers got in their fine work. It was an understood thing with them that no mention would be made of any such exhibit unless paid for at so much per line.

The performances of fast horses were described with much

minuteness, but no mention made of an automatic machine that seemed endowed with more than human intelligence. The names of dogs and their owners were given, and genealogical histories of pugs and pets of no intrinsic value whatever, but no mention of a carriage elegant enough for the uses of a princess. The suggestive dances of oriental ballet girls were mentioned, and how these same newspaper fakirs were admitted on the sly to witness their capers, but nothing said about iron working machinery, the like of which excite the admiration of the best scientific machinists and engineers at the World's Fair. The Punch and Judy show received newspaper comment, but never a word about agricultural machinery that surprised Europe and won the highest awards at the Paris Exposition. If the exhibitors of any of these specimens of the handiwork of Canadian mechanics, and the products of Canadian workshops desired to have any mention made of them in the Toronto daily papers, it could only be obtained by paying so much per line.

Of course under these methods such notices could possess but little if any value. In many instances the very language of them betrayed the fact they were not the observations of intelligent reporters desiring to tell readers what was to be seen at the Fair, but the "write up" business obtained by what the World calls the advertising cormorants, whose sole object was to book orders for as many lines as might be obtained. Some of these notices were no doubt quite free from exaggeration, but others of them showed but too plainly that they were written by unwise men who imagined that the public would give credence to claims that the articles written about were of quality superior to all other similar articles, and that the manufacturers of them were the only ones in existence who knew how to properly construct them. This feature of these write up notices has degenerated into a farce, with the result that intelligent readers of the Toronto daily papers usually turn from such disgusting puffery, leaving it unread.

It is no part of our business to criticise the business, or the reportorial methods of these daily papers. If by the methods which they pursue they forfeit the good opinion of business men, it is their lookout. It is evident that when intelligent people scrutinize the matter they will conclude that when the daily papers prostitute their columns by thinly disguised efforts to palm off as fair and legitimate notices of displays at the Fair such advertising fakes as they admit at so much per line, allowing all sorts of ridiculous and improbable assertions to be made, frequently reflecting very unjustly upon other concerns, confidence is weakened in what may be said regarding other things, and feelings of pity and disgust are awakened that such an objectionable and short sighted policy should have been adopted.

Our concern, however, is for the manufacturers who exhibit at the Toronto Fair, and that they be protected against the advertising cormorants of the Toronto daily papers who infest it. Something should be done to abate the evil. We have knowledge that the continuation of this evil will drive some exhibitors to abandon the Fair, and cease lending their endeavors to make it a success. We have knowledge that already certain exhibitors have so determined; and if the officials of the Fair would prevent what may sooner or later result in a stampede, they should devise some way of abating the evil here alluded to.