

The former must take care of the circulation department, and also see that the paper is a financial success; while the duty of the latter is to supply the printers with news, literary articles, and political writings.

The financial success of our modern newspaper does not depend upon receipts from circulation, but rather upon the revenue derived from advertisements. An issue of any daily sells at one cent per copy. Supposing the circulation to be one hundred thousand, the receipts from its sale would be one thousand dollars, not sufficient to pay for the paper on which the printing is done. It is quite evident then that money must be obtained from some other source. "Advertising pays," is the slogan of newspapers great and small. This is true in two senses. Profit comes to the medium of advertising as well as to the advertiser.

The editorial staff is a numerous body. It comprises the editor, assistant editors, sub-editors, leader writers, critics, and reporters. It is their task to make a success of all other departments, and they are many. News of all sorts, sport and finance, tit-bits, personal journalism, interview, telegraphic news, literary and artistic news, review of books, etc., etc. They are occupied night and day, and their work is invariably done in a rush. As a result of their constant hurry, "the modern tendency is to make journalism less literary and literature more journalistic."

Perhaps a few words concerning the education and abilities of the personnel of the staff of the modern journal would not be amiss. Fifty years ago, editors would not employ college men. They required, or at least thought they required, men who had grown up with the paper, whose first position was "printer's devil." Evidently the standard of education of such a person would not be very high. But to-day, how matters have changed? The meanest position on an editorial staff demands a mind of superior education. A well known American newspaper man, while delivering an address in this city last February, on Modern Journalism, made the following comment: "It is strange that that improvement in the intellectual preparation of the personnel should have taken place at the very time that the newspaper has to reach a much less cultivated audience. Fifty years ago the newspaper was written for the few. It was written for what you might roughly call the stock holding class and the prosperous class."

In reply to a question from one of the audience whether any university man would qualify on a newspaper staff, the same gen-