

and carried on by other disciples who had also taken the pledge." Also, at the Detroit Christian Endeavor convention last year, in a speech received with applause, he asked: "Who, in this age of magnificent endowments, will give \$1,000,000 for the establishment of a great Christian daily newspaper?"

In advance of the appearance of the Topeka model, we are compelled to resort to Mr. Sheldon's book in order to get a conception of how he thinks a newspaper should be conducted. Of the supposititious Raymond Daily News, which had hitherto been a journal of yellowest hue, we read:

It (The News) was being edited in such a remarkable fashion that its subscribers had never been so excited over a newspaper before. First, they had noticed the absence of the prize fight, and gradually it began to dawn upon them that The News no longer printed accounts of crime, with detailed descriptions, or scandals in private life. They noticed that the advertisements of liquor and tobacco were being dropped, together with certain other advertisements of a questionable character. The discontinuance of the Sunday paper caused the greatest comment of all, and now the character of the editorials was creating the greatest excitement.

Then follows an extract from an editorial on "The Moral Side of Political Questions," in which this policy is outlined:

The editor of The News has always advocated the principles of the great political party at present in power, and has, therefore, discussed all political questions from a standpoint of expediency, or of belief in the party as opposed to other organizations. Hereafter, to be perfectly honest with all our readers, the editor will present and discuss political questions from a standpoint of right and wrong. The same principle will be observed in the office towards candidates for places of responsibility and trust in the republic. Regardless of party politics, the editor of The News will do all in his power to bring the best men into power, and will not knowingly help to support for office any candidate who is unworthy, however much he may be endorsed by the party.

It is also said of the reformed News that

there is an absence of slangy, sensational, scare-heads. The reading matter under the head-lines was in perfect keeping with them. In two columns the reporters' names appeared, signed at the bottom, and there was a distinct advance in the dignity and style of their composition.

I am sure we will not all agree, in every detail, with the programme suggested by The News, and yet there is little of what can fairly be characterized as being too ridiculous for consideration, even by the practical journalists who compose the Canadian Press Association. The Sunday newspaper problem does not confront us in Canada, because the law stands in the way, and there are few publishers who would care to have it changed. Had the law forbidden the publication of reports of prize fighting, in placing the fights themselves under the ban, no one would have been a loser. The other suggested reforms may be more debatable, but many of them might be carried out without loss to the newspaper, even from the standpoint of revenue.

That a daily paper conducted along the lines of The Raymond News is possible anywhere, there is no question. That it can be successfully conducted on a commercial basis is not by any means so apparent. We have religious weeklies, and less frequent publications of all types, which are able to pay their way because of the small expense entailed in their publication, and the large extent of territory over which they circulate. With a daily newspaper, the situation is different. The expense of publishing is very great; news becomes stale when it is carried very far by post or mail, and the average reader demands all the news, and not merely that which is selected for him by a moral censor. Sheldon's ideal daily, it is clear, can only be made financially profitable when a sufficient number of people ready to accept it can be found at or near any one centre of population.

More important than the Topeka experiment is the fact that

we have in our own country a daily newspaper which Mr. Sheldon intimates closely conforms to his ideal. The Montreal Witness takes no notice of prize fights; it does not print accounts of crime with detailed descriptions, it does not print a Sunday edition nor does it open its advertising columns to announcements of theatres, billiards, liquors, cigars, or even balls. It has been known to cancel the advertisement of a grocer who sold liquors, although not advertising the same in its columns, and it absolutely refuses to do job printing for any business to which it is not prepared to sell advertising space. It is also fairly independent of political parties, and will support no man for office whom it believes unworthy to fill it. It is, if anything, in advance of The Raymond News and of the views of a large percentage of Christian business men. That it has existed for many years amid environments, not especially favorable to success, shows that the Sheldon ideal is not unattainable.

But could a journal like The Montreal Witness be made to pay in a smaller centre, say in a city which can support not more than two daily papers, and in which both of the leading political parties must of necessity be represented? In such a field success for a newspaper not in alliance with either political party would seem to be impossible, and yet such an alliance is incompatible with the absolute independence of criticism of policy and acts which the Sheldon ideal calls for. What would an Edward Norman do in such a position? Would he abandon his newspaper to some more pliable and less conscientious than himself? Or would he seek to do the best thing possible in his limitations?

The conclusion seems justified that daily newspapers of the Sheldon type are commercially feasible when the field is sufficiently large to secure reasonable patronage for them, but, that until the moral education of the masses is more advanced than it is at present, they cannot be numerous, and are not likely either to be widely circulated or to be money-makers. That they will be respected, and possess an influence out of proportion to the number of copies turned from their presses, goes without saying.

Among the daily newspapers of Canada there may not be many Sheldon ideals and few moral crusaders. There is much, however, that is commendable and many signs of advancement. It may honestly be said that there is a growing disposition, both in the sanctum and in the counting-room, to weigh the moral as well as the financial aspect of any proposed line of action before entering upon it, and there are but few of our papers which may not unreservedly be admitted to the family circle. There is also a considerable increase of independence displayed even by party organs, and, with expanding revenues, this commendable spirit will be increasingly manifest. It may not be important that we should strive to attain to the Sheldon ideal, or the ideal of any other man, no matter upon what it may profess to be based, but it is certainly reasonable that we should have for ourselves a lofty conception of what is right, and with it sufficient spinal column to live up to it. To us the French axiom "noblesse oblige" is not inapplicable. If high rank brings corresponding obligation, so must great opportunity for public service bring corresponding responsibility for its proper use.

The association then adjourned, to meet in separate sections privately during the afternoon. It was understood that the discussions at the afternoon meetings would be private, and that the papers themselves might also be private where their authors desired it.