

properly combined, produce the best type of journalist. Mr. Morley, talking to the Press Club, courageously declares that the House of Commons is a greater power in England than the press. No one, we imagine, will maintain the same proposition in Canada.

THE POLICY OF MAINTAINING RATES.

IT is the general impression among the newspaper publishers in Western Ontario that A. McKim & Co., advertising agents, of Montreal, have done much to demoralize advertising rates. In conversation recently, Mr. McKim stated that the newspaper publishers have to thank themselves for much of the rate cutting that has been so prevalent of late years. If the publisher will place a rate on his advertising space, and stick to it, Mr. McKim says that so far as his firm is concerned they will be glad to adhere to that rate, and throw all the business they can in the way of the publisher. The trouble, according to Mr. McKim, is that the publishers do not protect the advertising agents, but will accept lower prices from advertisers than from the general agents. In illustration, he mentioned the case of Mr. Fortier, cigar manufacturer, who lately sent out a circular to Canadian newspapers containing the munificent offer of a box of cigars in return for six inches advertising space on a specially selected page. It would be thought that not a single paper in Canada could be found to give such an offer a moment's consideration, but, to their discredit be it said, no fewer than sixty-five accepted this offer, and in return for sixty-five boxes of cigars Mr. Fortier received a six inches advertisement for one year in sixty-five weekly papers. When the publishers thus regard their space as of so little value, it is not to be wondered at that McKim & Co., and other agents, feel justified in making offers that appear on their face to outrage all sense of proportion, of relative value, of price offered, and article sought to be purchased. How would it do for publishers to take Mr. McKim at his word, fix on a fair rate—and stick to it?

J. T. CLARK ON THE NEWSPAPER.

MR. JOE T. CLARK'S article in the forthcoming Canadian Magazine on "The Daily Newspaper" is a fearlessly written criticism of the newspaper and the newspaper man—by one of ourselves. Through the courtesy of the editor, Mr. J. A. Cooper, the following is taken from advance proofs of the article:

"Examine a daily paper. If you are an editor of a daily paper, examine your own. You will find in it despatches from Cape Town, Johannesburg, Matabeleland, Abyssinia, Cuba, Wady Halfa, London, Paris, Berlin, and all parts of our own country. The secret service of any king or emperor that ever lived before the present century—all his couriers, diplomats, spies, hired traitors, soldiers and all—was not equal to that service which the editor of the smallest daily paper in Toronto has at his command. Does the editor realize this? Does he show the breadth and quality of mind that a man should who daily surveys the whole human race? With the vision, the nerves, veins, and arteries of a god, does he not persist in being a very commonplace human. Holding his paper before his face the editor is oblivious of the great multitude who read it. He is unaware and irresponsible; and, concealed from view, he is not held responsible by others.

"The newspaper of the future, it seems to me, will be

developed, not along the lines of more pages and more pictures, but of more sincerity and more sense. The managing editor who will give his paper as delicate a conscience, and rules of conduct as correct as a gentleman would have in private life, will find, I think, the strange experiment a success. A newspaper whose statements could be relied upon under all circumstances, whose persistent good taste would become a proverb—might it not almost re-make our civilization?

"From the nature and extent of its powers, the press should be almost omnipotent in directing and indicating public opinion. The masses must get their information about public questions from the newspapers, yet we find to-day that when the people acquire the facts from the news columns, they turn in strong dissent from the deductions set forth in the editorial columns. The reader has found that the same set of facts will be twisted, in rival newspapers, to support contentions diametrically opposed to each other. If gifted with average reasoning power, he finds that he can draw safer deductions than either of the two newspapers has done. Each paper is continuously engaged in bending facts to fit a political theory to which it is enslaved. If a truth comes to light which is inconsistent with the pre-existent theory, the editor proceeds to suppress or disfigure that truth. The reasoning reader is not deceived. He realizes that the newspaper is not an arbitrator, but an interested partisan, an intemperate wrangler in the tumult of contrary opinions. The guides quarrel as to the correct route to be pursued, efface the landmarks, destroy the signs and tokens, and leave the traveler worse than guideless. He strikes out a course of his own."

THE LANSTON HEARD FROM.

Harold M. Duncan, for the past ten years managing editor of Paper and Press, has resigned his position to join the staff of the Lanston Monotype Machine Co. as its general sales agent. Mr. Duncan has for many years had faith in the Lanston. In a letter he says of it: "The machine is now in the commercial state, has safely passed the experimental stage, and has demonstrated in an almost constant run of six months in The Philadelphia Enquirer its perfect adaptability for the work it purports to do. Orders for the machine are now coming with such rapidity as to force expedition in the manufacture of casting machines and keyboards, the former of which are being built by Sellers & Sons, Philadelphia, and the latter at the Incandescent Arc Light Co., New York. I intend to push these machines, having an honest belief in them as the most all-round efficient system on the market. I have studied every mechanical substitute for hand-set types for many years, and believe myself in position to put the case strongly. Upon a closer study of the Lanston system, necessitated by present relations, and which has just been finished, I am convinced that what I have repeatedly written about the machine in Paper and Press is borne out in the practical work to which it has been put. It is my intention to lecture upon the subject of mechanical substitutes for hand composition in the future, and to complete the series of analytical articles which I partly finished, upon the subject, several years since.

PAPER FOR ELECTIONS.

A complete line of papers suitable for election work, will be found in stock at the warehouses of Buntin, Gillies & Co., Hamilton.