

Said by Some Friends.

The Century Editor Says -

"One of the best tests you can find of the moral calibre of a periodical is in the character of its advertising. By the sense of responsibility shown in the advertisements admitted you may not be

able to discern the religious denomination, but you can gauge correctly the moral grade of the proprietor. That the public mind is vulgarized by the swash served in the sensational papers is certain, and it is to be hoped that there will soon be a reaction. Just what degree of excellence in journalism the public are prepared for is a question. It is, perhaps, not to be expected that people without culture will show fine taste and discrimination, but at the same time we know very well that some of the best literature has the widest circulation. One would think from this evidence that there is opportunity for the best in newspapers. The people have the notion that "a one cent crime is no sin." Readers ought to realize that they themselves are largely responsible for the sensationalism of the daily papers. They can't put all the blame on the speculative proprietors with their rotary presses and cheap processes. If readers are self-indulgent and willing to gratify curiosity by patronizing and helping support the more trashy publications, the moral responsibility rests on them as well as on the owners. Publishers will furnish better papers if readers refuse to buy poor ones. We should feel and act accordingly. Upon the public rests the duty of selection."—Interview with Richard Watson Gilder, editor of the *Century Magazine*, New York, as reported in *The Outlook*.

Public Confidence

"Perhaps one hardly goes too far in saying that no other newspaper in this country, even it may be on this continent, has been conducted from the beginning with more resolute honesty, independence and desire to be just and right, than the *Montreal Witness*. The success of the paper is an evidence of the fact that character counts for success in journalism. In spite of the keenest competition and opposition it has prospered steadily, nor is it too much to say that the mainspring of its prosperity has been public confidence in its motives and character."—*Ottawa Journal*.

A Manxman Says

"I see from this week's *Christian World* that there is a paper carried on in the very same lines as the imaginary one described in 'In His Steps.' It is the *Montreal Daily Witness*, and is said to be the only paper of the kind in the world. That can hardly be said to be a very creditable thing for the Christian Church. Can anyone doubt that such a paper must be an enormous force on the side of purity, righteousness, and every good and noble cause? I can imagine fewer greater blessings than could come to any community than the presence of such a paper in its midst. Just imagine what it would be to have in this island (the Isle of Man) a newspaper absolutely free from personalities, stories of petty scandal, betting news, and advertisements of anything that could be to the moral detriment of the people. I am aware that for such a task a man of enormous courage and faith would be needed. But if such a man did arise in our midst, it would be such a call to duty to all Christian people as has hardly ever come to us yet. He would have great difficulties to fight with, but I wonder what right any of us would have to call ourselves followers of Jesus if we did not stand by him and see him through. Surely this is no mere utopian dream. It ought to be perfectly feasible. If our Christian profession is a reality and not a sham; if all, or even a large portion of the Church members were to be governed by the rule, 'What would Jesus do?' they would make it quite possible for such a paper as the one described as existing in Montreal, to live and flourish among us."—Rev. D. B. Inglis, B.A., in *Mona's Herald*, Isle of Man.

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