

when his means justified the venture, he bought land and was known to his associates by the title McGregor bestowed upon him, the Laird of Bothwell.

His visits did more than enhance his personal reputation, they aided to establish the Globe, which quickly attained a standing far ahead of its rivals. Apart from its being the organ of a virile politician, it got the lead by its inherent merits as a gatherer of news, which it supplied with a fulness and accuracy neither the Colonist nor Leader approached, so that thousands who cared not for its editorials were subscribers. Believing that whatever is worth doing is worth doing well, Brown organized a system of getting out a newspaper that was a novelty at that time. He exacted the best possible from his employees. Each number had to be carefully compiled so as to omit nothing of importance, the proofs accurately read, the paper to be well-printed, and issued punctually. He was ahead of his times, and often of his finances, in buying the latest printing plant. In dealing with his hands he was just and considerate. When the union tried to dictate how he should conduct his business he broke with it, but paid higher wages and made daily duty lighter than any union office. He was exacting in the observance of the day of rest, and the office was deserted from Saturday midnight to Monday morning. The same conscientiousness he applied to advertising, no notices of horseraces, prizefights, or theatricals were accepted. At a time when its facilities were limited and expensive, he was daring in the use of the telegraph. After the first dozen years of the Globe's existence he did little editorial work, leaving it to his brother Gordon, the best