

ment should commend itself as one making for genuine progress along evolutionary lines.

When minor matters as to hours per day and days per week are adjusted, we may expect such a council to take up questions of profit-sharing by all employees according to time of service.

Following on that perhaps we shall—in this generation—see limitations placed on profits distributable by any business or corporation, as well as the restriction or total elimination of the “millionaire” class — by some arrangement whereby profits in excess of a certain percentage shall be equally divided among the employees of a concern and the government or “common good.”

The Industrial Council is only a beginning, but it is a good beginning.

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PUBLICATIONS, CIRCULATION AND INFLUENCE

However legitimate strong expressions of different opinions on public questions may be in the newspapers, journalists of any training and of all viewpoints must regret to see the fraternal spirit of the press interrupted by discussions which reflect on both sides. The causes of recent controversy may be various, and the conduct which led to a published allegation by one side of misrepresentation by the other in a certain publication's circulation, may be open to question, but the unhappy fact has to be faced that the accusation regarding figures in “McKim's” was not refuted.

The revelation or allegation in connection with that regrettable journalistic duel makes timely a reference to circulation as affecting the influence of publications. The

giving of advertising is usually based largely, if not solely, on the circulation claimed by any publication. Accordingly, when a statement is passed or published which gives inaccurate and exaggerated figures concerning a publication, injustice is done, not only to the advertisers in the publication itself, but to other periodicals which are honest in the actual or average circulation they claim.

For many purposes the advertising value of a daily newspaper must depend on the size of its circulation; but it may fairly be maintained that the same thing does not apply to all periodicals. The percentage of readers interested in each of the many different features or departments advertised in a newspaper is probably a small part of the total, and the more frequently a publication is issued, usually the more ephemeral its utility and influence.

But apart from personalities and for the credit of the publishing business in British Columbia, we should have liked to see the challenged figures published in “McKim's” demonstrated as correct.

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CAPTAIN CARPENTER, V.C.

One regret may be expressed in connection with the visit of this notable naval V.C. and his story of adventure which shall be quoted as a record of death-defying daring for all time: It is a pity that arrangements could not have been made whereby thousands more in Vancouver and every part of the country could have heard him. It would have been well also if to returned men an opportunity of hearing him could have been given—without charge. The thousands of 'teen age scholars might also have been considered.