

local party organs. It was a time when the widening demands and tastes of readers as well as economic trends were forcing steadily mounting expenditures on newspaper editors to finance larger staffs, better news services, and added features. Control and management of a city daily as a 'business unit' and on a national basis in turn fostered a willingness of editors to co-operate to secure expensive services and safe-guard their own vital interests.

The *Toronto Globe* was one of the earliest newspapers in this class, but other large dailies that made their appearance in Ontario during this pioneering period or were a part of it included the *Daily Telegraph* (1866), the *Evening Telegram* (1876), the *Mail* (1872), and the *Evening News* (1880). (Short reference has already been made to these on page 743.) The *World* [1880-1922 (?)] is noteworthy because of the new influences it brought to bear on Canadian morning journalism. The Macleans (W. F. Maclean, M.P., and his brother, James Maclean) made an excellent newspaper team. They were independent in their outlook and reputed to be among the best paragraphers of their day. They introduced new standards somewhat along the lines of the 'tabloids', and several other morning papers followed their lead to some extent. The *Toronto Star* (1892) also belongs to this group of pioneer papers.

In Quebec the *Montreal Star*, founded by Graham, Scott, and Lanigan as a one-cent paper in 1869, and *La Presse* (1884) were established in this period. As has been noted, the *Montreal Gazette* had developed into a daily by this time and, under the editorship of R. S. White (1886-1896) was kept in the vanguard of progress. The *Montreal Herald* (1811) also reached a high point of its success between 1870 and 1885 under the able editorship of Hon. E. Goff Penny.

Leading papers in the Maritimes and Western Canada, such as the *Chronicle* (1844), the *Herald* (1873), the *Star* (1873), and the *Mail* (1878), all of Halifax, and the *Saint John Telegraph-Journal* (1868) in the Maritimes, and the *Winnipeg Free Press* (1874), the *Regina Leader-Post* (1883), the *Calgary Herald* (1880), the *Edmonton Bulletin* (1880), the *Victoria Colonist* (1858), and the *Vancouver Sun* (1886) of Western Canada, were obliged by the forces of competition to fall into line with the movement and gradually there emerged the national press along modern lines, the main characteristics of which are developed in the next section.

The trend toward large scale production and the increasing financial obligations involved in the production of a modern daily newspaper are illustrated in the case of Toronto daily newspapers which in the present century have shown a reduction in number of from six to three [excluding the *Clarion* and the *Hebrew Journal* (Yiddish)]. But these three have an enormously greater aggregate circulation than the six had in 1901.

The Development of Co-operation.

After the press had once become well established in the various sections of British North America, progress was rapid. No combined statistics are available prior to Confederation, but there do not appear to have been more than between 150 and 200 periodicals in circulation in 1850. McKim's *Canadian Newspaper Directory* (1892) published an estimate for the year 1864, when there were stated to be 22 dailies, 220 weeklies, 27 monthlies, and 44 mixed papers in circulation; in 1874 there were 46 dailies, 325 weeklies, 41 monthlies, and an unreported number of mixed papers; in 1881, according to Rowell's *American Newspaper Directory*, there were 61 dailies, 407 weeklies, 58 monthlies, and 41 mixed papers; and by 1891, McKim's *Directory* gave 97 dailies, 653 weeklies, and 217 monthlies.