

processes rather than to cut in on newspaper revenues, although some reduction in revenue appears to be attributable to this form of competition.

What new doors will be opened up by television it is, of course, impossible to say. The results of these influences have been to increase the costs of putting out a newspaper. As is generally known, the advertiser carries the paper—not the subscriber—but publishers have obliged readers to shoulder part of the added burden by general increases in subscription rates. It may now be taken for granted that the 'penny' paper has disappeared for good.

Another important result of rising standards and extra services has been the development of a marked tendency to consolidation among papers. It is no longer possible to start up a new paper without ample financial backing, and the risks of failure are multiplied. This accounts for the trend already mentioned towards amalgamation in the case of large dailies. There is a similar trend towards single sheets in many small cities and towns which formerly boasted two or more rival sheets; this type of consolidation, brought about on economic grounds, makes the papers less inclined to take political sides in their editorial columns and accounts, in some measure, for the increase in the number of 'independent' papers in recent times.

In this connection newspaper chains, though not developed in Canada on a scale comparable with that to be found in the United States, deserve mention. Certain influential dailies are by this means brought together under a common management for the savings which can be effected in the purchase of certain services, for which competition is keen and the cost high. For instance, in the case of syndicated material, whether in the form of serials, illustrations or news 'stories' which 'break' suddenly and have a high immediate value, a chain of several papers is advantageously situated to bargain for the rights of publication as against even the largest daily.

In Canada, at present, only two interprovincial chains operate. These are the Southam and the Sifton groups. The former takes in the *Ottawa Citizen*, the *Hamilton Spectator*, the *Winnipeg Tribune*, the *Calgary Herald*, the *Edmonton Journal* and the *Vancouver Province*; the latter embraces the *Winnipeg Free Press* and its associate papers, the *Regina Leader-Post*, and the *Saskatoon Star-Phoenix*. The fact that these papers are under a common management does not mean that their editorial policies are directed along similar lines or that their political complexions are necessarily the same. On the contrary, the local managers are usually given a free hand to shape the policies of the papers according to the conditions in their territories and both 'independent' and 'party' papers may be found in the same group.

The advantages which accrue to the large chain are (though to a lesser extent of course) open to the small chain, and as a result of the keenness of competition there is a definite trend towards the linking of relationships between papers intra-provincially in order to profit from the stronger bargaining position thereby created and a general lowering of costs. Among such provincial-local links may be mentioned those of the *Montreal Gazette* with the *Sherbrooke Record* in Quebec; the *Kingston Whig-Standard* with the *Peterborough Examiner*, and the *St. Thomas Times Journal* with the *Stratford Beacon-Herald*, the *Sarnia Canadian Observer* with the *Woodstock Sentinel-Review*, the *Galt Reporter*, and the *Welland-Port Colborne Tribune* in Ontario; etc.

Present-Day Tendencies in the Magazine Field.—In this field, Canada has developed a number of outstanding national journals. In spite of the comparatively