

high cost of production here as compared with the United States, and the magnetic attraction which that country, with its large population, has had for rising talent, several magazines built up influential positions and wide circulations. Nevertheless, outside competition is keenly felt by Canadian publishers and it is held that the matter of quality of product no longer enters greatly into the picture. Modern magazine circulation is the result of salesmanship pressure even more than editorial quality and the aggressive methods, aided by the financial strength, of certain United States magazines are real difficulties to the Canadian magazine publisher.*

Other modern competitive influences which Canadian magazines must meet come from the larger week-end metropolitan newspapers, which, in modern times, feature stories and general magazine material as well as news and, in more recent years, from radio advertising.

Geographical conditions militate to some extent against the growth of a truly national newspaper press in Canada and for this reason the Canadian magazines are much more important than their mere economic value implies. Their distribution is, in most cases, Dominion-wide and their national unifying influence as well as the encouragement they give to the growth and expression of national feeling and sentiment are assets which cannot be measured. The leading magazines are published in the larger cities; among these are; *Maclean's Magazine*, *Canadian Magazine*, and *National Home Monthly* which have become firmly established in the general field of English magazines, while *Le Samedi* is the leader of a group of French-Canadian magazines published and widely distributed in the province of Quebec. Magazines published for women began to break ground after 1900 and have since made great headway. *Chatelaine* and *Canadian Home Journal* have won recognition in the women's field.

Within the past thirty years competition for advertising between magazines and newspapers has become keen. Previously, what magazines there were struggled along with relatively little advertising and most of that was presented in the accepted newspaper style of the day. To-day the magazine has opened up new fields and has developed a technique of its own. The superior paper stock on which it is usually printed and the extensive use of colour printing have assisted the movement and commanded the services of the best artists, engravers, and colour specialists. National advertising, the application of psychological principles, and the direction of appeal to influential consumer groups rather than purchasers are factors that have entered into the development of the modern art. The reader who takes up a magazine usually has time and is in the mood to peruse leisurely and give thought to its attractive display pages with the result that the publisher and the advertiser co-operate to make the most of the opportunity and it is natural, therefore, that some of the most attractive and appealing forms of advertising are promoted through the medium of the magazine.

The art of good advertising, as in the case of magazines generally, is exemplified in the trade journal and has contributed much to its success. This is the avenue through which commercial and manufacturing houses, that can afford elaborate advertising plans, choose to appeal to their prospective clients, and the specialization of good journalism with advertising reaches a high point in this type of publication.

In the fields of agricultural and business periodicals and religious and educational publications, Canada has supported many outstanding successes.

* The *Canadian Magazine*, which has been among the oldest and best known national periodicals in the Dominion, announced in its April, 1939, issue that it was forced to cease publication. The reasons given were that the publishers could not justify further commitments to carry on in the face of ever-increasing taxation, uncertainty, and what was claimed to be unfair competition of radio advertising programs.