

THE MAGAZINE PRESS

During the second journalism period the magazine press was considerably more active than during the earlier era. For all that, the periodicals that were established found survival a struggle. Every single publication founded during the first half of the nineteenth century perished after a greater or lesser tenure of life. It was only the constant appearance of new magazines that gave any kind of continuity to this form of journalism. What further weakened any contribution such publications may have made to Canadian life and letters was that much of their content was made up of borrowings from British and American writers, while Canadian writing was usually imitative, derivative, and of inferior literary merit.

Among the most important magazines to appear at this period were: *The Acadian Magazine* (1826-1828, J. S. Cunnabell); *Halifax Monthly Magazine* (1830-1833, J. S. Cunnabell); *The British North American Wesleyan Magazine* (1840-1844 and 1846-1847, James Hogg); *The Amaranth* (1841-1843, Robert Shives); *The Provincial Or Halifax Monthly Magazine* (1852-1853, Mrs. William Lawson); *Literary Garland* (1838-1851, John Gibson); *Anglo-American Magazine* (1852-1855, Rev. R. J. McGeorge); *Canadian Journal* (1852-1878, Henry Youle Hind); *la Bibliothèque Canadienne* (1825-1830, Michel Bibaud); *le Magasin du Bas-Canada* (1832, Michel Bibaud); *l'Observateur* (1830, Michel Bibaud); *l'Encyclopédie Canadienne* (1842-1843, Michel Bibaud); *la Ruche littéraire et politique* (1853-1859, H. E. Chevalier).

THIRD PERIOD: SPREADING GROWTH, 1858 TO (CIRCA) 1900

Canada's third press period may be taken to have lasted from 1858 to about the end of the nineteenth century. What particularly distinguished this newspaper era from its predecessor was a movement of journalism westward. The growth, which had sunk its roots deep into the eastern soil during the second press age, spread in the wake of settlement, beyond the Great Lakes to the prairies and the Pacific Coast area. It was a new time of journalistic pioneering.

The arrival of the settler in the western provinces and northern territories made possible the introduction of the press into the Pacific Coast region and the prairies. What is today British Columbia was a land of fur-traders and explorers until the discovery of gold on the Fraser and Thompson Rivers in 1856 started an influx of settlers that was in full tide by 1858. By that time an estimated 25,000 persons had arrived from California, Oregon, Washington, Utah and other western States, as well as from Hawaii, and Central and South America. These people were largely funnelled through Esquimalt and Victoria, which suddenly became centres capable of supporting a press. Then, as more gold discoveries lured the prospector farther inland along the river valleys, conditions became propitious for the spread of journalism into the interior.

What made Manitoba ready for the new development was the ending of its long isolation from the older portions of British North America. This change of affairs was brought about by several circumstances. Fear of United States domination of the Selkirk colony, heightened by the arrival of a detachment of the American army in Pembina in 1857, caused Canada to send a body of troops to the region soon afterwards. Expeditions by Capt. John Palliser, James Ross and Prof. H. Y. Hind, and the writings of George Brown in the *Globe* and William McDougall in the *North American* aroused interest in the new settlement. When the *Anson Northrup* navigated the Red River to Fort Garry in 1859 the Mississippi steamboat system was extended to Rupert's Land, and when a short time later the railway reached St. Paul, the isolation was broken, and newspapermen were able to start operations.

Saskatchewan and Alberta waited for the inrush of settlers into the empty prairies in the late 1870's and 1880's before press activity began. The Homestead Act of 1872 and the establishment of the North West Council to govern the Territories in the same year; the arrival of the Canadian Pacific Railway in Calgary in 1883; development of wheat varieties more suitable to the growing conditions of the prairies; discovery of the advantages of such