

ably have been nothing more than the creation of a great many new journals to serve additional Canadian subscribers. Instead, however, increased readership was taken care of by the use of mechanical improvements in newspaper production rather than by establishment of more newspapers. Indeed, there was an actual decrease in the numbers of Canadian dailies during this period of expanding circulations. Thus the modern paper is not a mere counterpart of its nineteenth century predecessor but has inevitably become a much larger entity. At the same time, because today's daily journal, through technical improvements, furnishes many news services which the 1850 reader did not enjoy, it has also become a different entity.

It is not necessary to consider here the changes in the nation's economy during this period; it is sufficient to note that such changes had a direct and important bearing on Canada's population rise. That population increase, itself a primary factor in determination of newspaper circulations, was from 5,592,299 in 1901 (including Newfoundland) to an estimated 17,048,000 on June 1, 1958. While the number of the nation's inhabitants was tripling, readership of French and English language dailies was making even greater gains, rising from an estimated 600,000 subscribers in 1901* to an estimated 3,936,834 in December 1957.† Thus, at the end of the period the subscription list was more than six times higher than at the beginning. The sharpness of the increase in newspaper circulation as compared with the increase of national population is indicated by the charts on the facing page. The second chart indicates the correspondence between daily newspaper readership and urban population. Canada's urban dwellers increased from 2,014,222 (including Newfoundland) in 1901 to 10,714,855 in 1956. This multiplication of the first-of-the-century figure by more than five times is closer to the proportional change in daily newspaper circulation than the over-all population increase. The interrelationship of the two is readily understandable, of course, when it is considered that dailies flourish in cities and towns, whereas weeklies usually serve the more sparsely populated communities.

As previously stated, the simultaneous growth of national, particularly urban, population might have had small effect on the nature of Canada's characteristic daily journal if these developments had been matched by a comparable rise in the number of newspapers. However, rather than a sustained rise in the number of dailies, an actual decrease took place; the 114 newspapers of 1901‡ rose to a peak of 138 in 1913, dropped to 87 in 1943 and 1945 and then increased to 99 in April 1958. The first chart gives a more complete picture of number fluctuations.

Remarkable improvements in newspaper-producing machinery made it possible for a smaller number of newspapers in 1958 to serve a readership six times as great as that of 1901. These improvements included such pre-1900 inventions as Mergenthaler's linotype and speedier and more complex presses, together with more modern innovations such as the teletype, teletypesetter, Scan-a-graver, Klischograph and telephoto, better colour processes, improved methods of paper storage, and higher quality inks and type faces. Such mechanical developments are described at pp. 891-892.

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The hand-in-hand growth in circulation and technology has had a vicious-circle quality. To serve a vastly enlarged readership, newspapers require elaborate and costly equipment; to pay for elaborate and costly equipment publishers must secure vastly enlarged readership. Under such conditions many an entrepreneur has found himself caught up in a situation in which he has had to gain all or nearly all the potential subscribers of his area if his enterprise is to continue. Thus in many communities there has no longer been room for two newspapers as there had been in the days of Mackenzie and Howe and rival journals have given no quarter in publishing battles that have ended only when all but one contestant has been driven from the field. Often the winner of a circulation

* Calculated from *McKim's Canadian Newspaper Directory, 1901*, and includes Newfoundland. Though many newspapers reported only approximate circulations, the total is reasonably accurate.

† *Ottawa Journal*, Dec. 31, 1957, quoting a Canadian Daily Newspaper Association compilation.

‡ From *McKim's Canadian Newspaper Directory for 1901*; English and French newspapers only. Morning and evening editions of the same newspaper are counted as one paper even where such editions are differently named.