

fight has absorbed his opponents' publications, or at least acquired their assets of plant and subscription list. It is for this reason that so many modern Canadian newspapers have hyphenated or combination names such as *Star-Phoenix*, *l'Évènement-Journal* or *Globe and Mail*.

This process has brought about a trend towards what Oswald Garrison Villard has called, in reference to the United States, "the disappearing daily". Today the one-newspaper city has become the rule, the multi-newspaper city the exception. In 1900, 66, or more than half of the country's daily journals, were established in 18 towns or cities boasting more than two newspapers; in 1958, only 14 of Canada's 99 general-interest dailies were published in the four cities of this category. In 1900, 17 towns issued two daily newspapers each, or a total of 34; in 1958, there were only nine such centres to account for 18 newspapers.* In 1958, Canada had 67 centres that were served by a single newspaper. Places which supported two or more daily newspapers in 1900 but which in 1958 had either one or none are: Nelson and Rossland in British Columbia; Belleville, Berlin (now Kitchener), Brantford, Brockville, Chatham, Galt, Guelph, Hamilton, Kingston, London, Orangeville, Peterborough, St. Catharines, St. Thomas, Stratford, Windsor and Woodstock in Ontario; St. Hyacinthe in Quebec; Fredericton and Saint John in New Brunswick; Amherst, Halifax and Yarmouth in Nova Scotia; and Charlottetown in Prince Edward Island. Calgary, Flin Flon, Sherbrooke and Chicoutimi are the only places which had either one or no daily in 1900 but which now have two.

The fact that the total number of dailies in Canada has risen from a low of 87 in 1945 to 99 in 1958 should not be regarded as evidence that the trend towards the one-newspaper centre is reversing itself. Real cause of the increase has been the settlement and growth of new areas. Over-all gains have taken place whenever a small community which had hitherto lacked a daily paper became populous enough for its weekly to convert to daily publication. Thus in 1957 gains were made when the *Summerside Journal-Pioneer*, *Prince George Citizen*, *Pembroke Observer*, *Penticton Herald* and the *Kelowna Courier* became dailies, but losses took place when the *Vancouver Herald*, *Montreal Herald* and *Charlottetown Patriot* ceased publication or continued only as a part of other newspapers. The *Montreal La Patrie* changed from a daily to a week-end paper. The *Kitimat Northern Sentinel* became a daily for a short time but reverted to less frequent publication before the year was over.

LARGER NEWSPAPERS

With fewer dailies serving more readers and with small multi-newspaper towns becoming large single-newspaper cities, there has naturally been a marked increase in the circulation of individual news-organs. Whereas at the end of the nineteenth century 66,000 for *La Presse* and 50,000 for the *Montreal Star* were the highest figures in the daily newspaper field, the *Toronto Star* established the all-time Canadian record with 422,938 subscribers in 1951 as attested by the Audit Bureau of Circulation audit of Sept. 30 of that year. Today's leaders (as shown by *Canadian Advertising* for November-December 1957, listing total net paid circulations excluding bulk) are the *Toronto Star* (397,660), *Toronto Telegram* (268,343), *Toronto Globe and Mail* (247,107), and *Montreal's La Presse* (229,968).

The size of the twentieth century daily is not indicated by circulation increases alone. The daily newspapers which have survived fifty years of intense competition are of necessity 'big business' operations, sharply different from the enterprises of pioneer press days. The modern metropolitan journal requires vast amounts of capital. Thus the late George McCullagh paid \$3,610,000 for the *Toronto Telegram* in 1948 and the reported selling price of the *Globe and Mail* when Howard Webster bought it in 1955 was more than

* This modest latter total includes two cities in which the independence of their dailies from each other is not, by any means, complete. In *Victoria the Times and Colonist* are owned by G. Max Bell and they share the same business and mechanical staff and mechanical equipment, but editorial staffs are distinct and separate, and the newspapers are quite different from each other in appearance and editorial content. Also in British Columbia, the *Sun* and *Province* are published by two companies which have formed a partnership for Vancouver but in other respects the two publications are quite distinctive.