

\$10,000,000. The syndicate that purchased the *Toronto Star* to fulfill the terms of the Charitable Gifts Act had to raise an amount in excess of \$25,000,000. Some idea of the increase in newspaper magnitude which has taken place in the past half-century may also be gathered from the fact that the Dec. 24, 1956, issue of the *Vancouver Sun* printed a Christmas greeting from 814 named "folks at the *Sun*", exclusive of 3,493 "carrier salesmen, sub-managers, newsboys and wholesale distributors". This listing was in contrast to the 86 employees who produced three *Vancouver* newspapers in 1892.

#### CENTRALIZATION OF CONTROL

The trend toward bigness and an ever-increasing costliness of newspaper production has lent itself to a growing centralization of newspaper ownership in Canada. In 1930 99 publishers ran 116 dailies whereas in 1953 the 89 dailies in operation were controlled by 57 publishers, 11 of whom controlled about 42 or nearly half of Canada's daily newspapers.

The principal groups operating in 1958 were the Southam, the Sifton and the Thomson. Papers of the Southam family are the *Hamilton Spectator*, *Ottawa Citizen*, *Winnipeg Tribune*, *Medicine Hat Daily News*, *Calgary Herald*, *Edmonton Journal*, *Vancouver Province*, and *North Bay Nugget*. The Sifton organization, although control has been somewhat decentralized recently, owns the *Winnipeg Free Press*, *Regina Leader-Post*, and *Saskatoon Star-Phoenix*. Roy W. Thomson has been adding constantly to his properties, so that any listing of his newspaper holdings is soon out of date. In June 1958, the following Canadian dailies were members of the Thomson group: *Kamloops Daily Sentinel*, *Kelowna Courier*, *Nanaimo Free Press*, *Penticton Herald*, *Moose Jaw Times-Herald*, *Prince Albert Herald*, *Chatham News*, *Galt Reporter*, *Guelph Mercury*, *Kirkland Lake Northern Daily News*, *Orillia Packet and Times*, *Oshawa Times-Gazette*, *Pembroke Observer*, *Port Arthur News-Chronicle*, *Sarnia Observer*, *Sudbury Star*, *Timmins Press*, *Welland-Port Colborne Tribune*, *Woodstock-Ingersoll Sentinel-Review*, *Quebec Chronicle-Telegraph*, and *Charlottetown Guardian and Patriot*. Thomson also owns papers in Florida and the United Kingdom.

The Canadian dailies in these three groups had in 1958 a daily combined circulation of about 950,000, or about 25 p.c. of the combined daily newspaper circulation of Canada. Among members of the three newspaper organizations there has been a disposition to avoid the word 'chain'. They insist, quite properly, that they do not represent a single viewpoint and do not unite in concerted action in their coverage of public issues. Of the Southam group the *Ottawa Citizen* has been slightly left of Liberal at a time when many of its sister papers were giving a general but not doctrinaire support to the Conservative viewpoint. The *Edmonton Journal* has, in the past, engaged in heated controversy with the Social Credit government of Alberta, although for a long period the *Ottawa Citizen* regarded the views of that party with considerable favour. The three Sifton papers are all independent Liberal, but the *Winnipeg Free Press* has been one of the country's most outspoken critics of various federal Liberal governments, particularly on such issues as western agricultural policies and tariffs on farm machinery. In Saskatchewan, the *Regina Leader-Post* has been more inflexible in its opposition to the provincial C.C.F. government than has the *Saskatoon Star-Phoenix*. As for the Thomson papers, business considerations rather than ideological or political interests have connected the members of the organization.

#### THE DEPERSONALIZED NEWSPAPER

A feature of Canada's press mutation, particularly of the one-newspaper-city situation that is part of it, has to do with the tone and content of the modern daily. One frequently heard criticism of Canadian journalism is that the press does not reflect minority opinion. Since the average city has only one newspaper, so the argument goes, only one political or social or religious viewpoint will find newspaper expression in most communities. The defect is, in reality, of quite a different character. Because Canada's large daily newspaper must, to survive, have a mass circulation, it cannot afford to offend any appreciable segment of the population. It will not antagonize its readers by taking a doctrinaire,