

forthright stand on contentious issues. Instead it will follow a 'public service' approach to policy, seeking to serve the whole community rather than any special section of it. The criticism now becomes not that the press is unfair in its treatment of the community's minorities, but rather that it is not outspoken enough, that it is too conciliatory in tone, that it aims at being inoffensive and innocuous when it should be giving strong leadership in matters of vital public concern. In this respect, there have been gains as well as losses, of course. Changing economic factors as well as the good example set by such journalists as Sir John Willison and Sam Kydd have taken the narrow bias and poisonous scurrility out of the newspapers. That change has been all to the good.

In some respects the monopoly of the one-newspaper city is less serious than it at first appears to be. While it is true that most Canadian centres have only one daily *publishing* within their confines, very often there are several *circulating* within their areas. In Eastern Canada, for example, many towns are served not only by their local papers but also by the *Toronto Globe and Mail*, *Montreal Gazette*, *Toronto Star*, *Toronto Telegram* and *Montreal Star*. The home-produced journal is usually supreme in its coverage of on-the-spot items, but it is not dominant by any means in its presentation of national and international news. Furthermore, the newscasts of local radio and television stations have worked against any easy and comfortable monopoly by individual dailies.

THE PUBLISHER AND THE ADVERTISER

As the business department of the newspaper has come more and more to dominate the daily newspaper, the businessman-publisher has tended to displace the proprietor-editor and printer-editor as the figure of most influence in Canadian journalism. Although John W. Daffoe, Henri Bourassa, John Willison, D. B. MacRae and E. Cora Hind are remembered for what they did in the editorial branch of journalism, and although George Ferguson, Grant Dexter, Bruce Hutchison, Gérard Filion and André Laurendeau are modern-day writers of power and prestige, Sir Clifford Sifton, Lord Atholstan, Joseph Atkinson Sr., the Southams, Trefflé Berthiaume, Rupert Davies, Roy Thomson, Howard Webster, John Bassett Sr., John Bassett Jr., and Don Cromie have been great powers in determining what the modern press of Canada has come to be.

A question often asked of the North American press is whether today's revenue-seeking publisher is not too susceptible to the pressures exerted on his newspaper by the advertisers he is sometimes too anxious to please. What has made the huge circulation gains of the twentieth century so valuable to the publisher is, of course, not increased subscriber revenue but rather greatly augmented advertising returns. Being so dependent on the advertising dollar, so it is widely claimed, the modern newspaper has become unduly sympathetic to the advertisers' wishes. Persons critical of contemporary Canadian journalism often assert that advertisers frequently determine what is printed and what is left out of the paper, and that they often decide a paper's policy on particular issues. There is little evidence that this charge is, in any large measure, true. For one thing the modern daily is itself a big business operation, unlikely to be greatly damaged by the boycott of a single advertiser. For another, it has services to offer the advertiser which are just as desirable to him as advertising income is to the newspaper's publisher. As William Allen White once pointed out in connection with the American situation, the press reflects big business, not because of any improper advertising pressure but because the modern publisher is himself a big businessman, sympathetic to the views and aspirations of his class.

TIMELINESS OF NEWS COVERAGE

The mechanical improvements in newspaper production and a considerable pooling of news-gathering resources which have helped to make the press of Canada a large-scale operation have also brought about an ever-growing timeliness of news coverage. Until at least 1907 there were no more than a dozen Canadian dailies that provided anything like an adequate presentation of the affairs of the entire nation, and they only through the efforts of a small number of over-worked special correspondents. The special cable service for Canada gained through formation of the Western Associated Press, and the