

dailies must cull out the thorough, detailed but usually scattered news reports of such matters as the Alaska boundary dispute, the pelagic sealing award, the Dundonald incident and its consequences, Canada's role in various Imperial Conferences, the appointment of the first Canadian Ambassador to Washington, the pronouncements of John W. Dafee and John S. Ewart on Dominion status, the Balfour Declaration and the Statute of Westminster, the changing power of the Canadian nation to sign military and trade treaties, Canada's declarations of war in 1914 and 1939, the abolition of appeal to the Privy Council, and Canada's growing influence in the United Nations, particularly during the Suez crisis, and in United Nations agencies.

Entertainment features have come to occupy an increasingly important part in the press of Canada. Papers which in 1900 had been content to publish a single page of antiquated jokes and a few one-panel cartoons, began to add, during the first few years of the century, such American syndicated full-page and half-page comics as Buster Brown, Little Nemo, the Rarebit Fiend, the Katzenjammer Kids, Peck's Bad Boy and Happy Hooligan. Somewhat later Tillie the Toiler, Andy Gump, Barney Google, Cap Stubbs, Lester de Pester, and the Nebbs appeared. More recent favorites are Li'l Abner, Blondie, Pogo and Peanuts. Today's comics usually include a page or two of black and white strips on week days and an entire colour section of full-page and half-page comics on Saturdays.

Other modern non-news components of the daily press are cross-word puzzles, bridge and chess columns, advice to the lovelorn features, personal advice columns, Bible readings, astrology departments, cooking, homemaking, sewing, and children's pages. Most papers furnish radio and television program listings. Films are well advertised, and drama, art, ballet and book criticism find a place, usually at week-ends. Syndicated columnists, most of them American, are prominent. Fiction and poetry contributions are less numerous than they were at an earlier time, particularly in week-day issues. It is difficult to foretell the effect of competition from television on newspapers, but it may be that the newer medium will cause newspapers to lessen their entertainment role and concentrate more fully on the presentation of news.

Advertising forms a major part of modern newspaper content. Successful dailies devote from 40 p.c. to 60 p.c. of their content to advertising, classified or unclassified. The classified sections, which are extremely large in most metropolitan dailies, have genuine news value and serve readers in the same way as does an open marketplace with its offerings of goods and services. To perhaps a lesser extent this is also true of unclassified advertisements, which are usually notable for their persuasiveness and eye-appeal. With some justice critics attack such advertising on the grounds that it is often extravagant and misleading. Certainly some copywriters do exaggerate the effectiveness of the products they extol, but today the fault is more one of degree than kind and the modern reader who has learned to make downward adjustments in evaluating such claims is not too often deceived. Indeed, modern advertising is much more praiseworthy than a pre-1900 counterpart that was often irresponsible and even criminal in its bold claims on behalf of harmful and dangerous nostrums, and in its cruel promises to cure cancer, tuberculosis and other dread diseases.

The tone of the modern newspaper is suitable to its omnibus content. Today's press is much freer of the libellous, *sub-judice* and contempt-of-court matter common earlier. No longer do newspapers refer to a person arrested in connection with a killing as "the murderer" as they did at the beginning of the century. In the general-interest paper, at least, wholesale reporting of obscure suicides has been discontinued. Present newspapers do not often describe death by fire as "cremation" as did countless head-writers of fifty years ago. Such minutely detailed and gory accounts as that of the Chicago theatre disaster of Dec. 31, 1903, which appeared in the daily general-circulation newspaper of that period are now to be found only in the crime 'pulp' or the tabloid scandal sheets of Toronto and Montreal.

Today Canadian journalists aim at objectivity in their news stories, reserving opinion and comment for the editorial section of their publications. Modern thinking, however, is that a mere dispassionate recital of the bare details of an event is no guarantee of such