

reason they are going to get. The fact that already have disappeared from the field such papers as The Toronto Times, The Peterboro' Review. The Saskatoon Phoenix and Regina Post is warning to all and sundry that in the midst of journalistic life we are in death, and that he who would survive must henceforth pay less attention to the editorial sanctum and more to the office of the business manager. When the publisher's summer of prosperity has faded into his winter of adversity, when the robes of editorial arrogance are being laid aside to make way for the garments of humility—then is the time for advertisers to drive a hard-time bargain. They'll lose a wonderful opportunity if they don't.

The Manitoba Free Press of January 24, 1921, has the following to say with reference to Murray's campaign:

The method is not obscure; briefly, it is as follows. Advertising forms an important part of newspaper revenue. Advertisers who use newspaper space should keep an eye on the news and editorial columns of the newspapers. When the newspapers print news or opinions of which the advertisers do not approve, the advertisers should order the newspapers to suppress such news and such opinion. If the newspapers refuse to "see the light," the advertisers should withdraw their advertisements, thus crippling the newspapers' finances and compelling the newspapers to "see the light" even though they know it to be gross darkness and very black indeed. This is club exercise No. 1.

There is another. Advertisers may have news and opinions which they are desirous of "putting over" on the public. They "approach" the newspapers and explain that if this news and opinion is not accepted by the newspaper and made to appear as though it were ordinary news and opinion—gathered in the usual way and expressing the newspapers' own views—advertisers will consider the advisability of curtailing or withdrawing advertising accounts from the newspapers. This is exercise No. 2. Mr. G. M. Murray, of 709 Yonge Street, Toronto, thinks that by these means the newspapers of this country might be made to serve a useful purpose for some class of citizen which exists, as he is quite unable to see, solely in his own imagination.

The CHAIRMAN (Mr. Cowan, Port Arthur): I believe the hon. member is reading from an article or a pamphlet not issued by the department. I suggest that he confine his remarks to the item under discussion.

Mr. MACKENZIE (Vancouver): The hon. member is reading—

Some hon. MEMBERS: Sit down.

Mr. MACKENZIE (Vancouver): I am speaking to a point of order, and I will not take directions from hon. gentlemen. I understand that my hon. friend from Weyburn is reading some press comments upon a matter which has relation to the subject under discussion. I think he is in order.

Mr. YOUNG: I will not wait for your ruling, Mr. Chairman; I have done reading anyway. The point is this. This man Murray eleven years ago set out deliberately to control the press of the country. By getting control of the advertisers he sought to force the press to support the Conservative party in its high tariff policy. And this same man is vice president and active executive of the agency to which the Minister of Trade and Commerce gave the advertising under discussion. I do not accuse the Minister of Trade and Commerce of trying to influence the press of the country in favour of his policy or of his party. I frankly accuse him, however, of placing in the hands of this man Murray the very weapon which Murray was seeking to get hold of in order to give him control of the press. If I were at liberty to speak—I cannot speak because the man who gave me the information would get into trouble—I might tell you some strange tales of suggestions made to editors of papers who were receiving this advertising.

An hon. MEMBER: Tell us about the consumers league.

Mr. YOUNG: We are badly in need of a stronger consumers' league than we have to-day. The ten million Canadian people need a strong consumers' league as they have never needed one before. With a government in power that has lost sight of the consumer, that thinks of no one but the producer, that thinks the consumer exists for no other purpose than to be exploited; with a government of that stripe in power, bringing before the house a bill to establish a tariff board which provides that the consumer shall not be allowed to know what is going on, and threatens to send anyone to gaol who tells what is going on, I say that we are badly in need of a much stronger consumers' league than we have to-day.

Mr. CHAPLIN: If you want one, all you have to do is to pay for it, as you didn't do before.

Mr. YOUNG: We did not do what? We paid for the consumers' league before.

Mr. CHAPLIN: How much did the government pay?

Mr. YOUNG: Nothing, not a cent.

Mr. CHAPLIN: Nothing at all?

Mr. ERNST: Who franked its literature?