

newsprint at the end of the war it was \$55 a ton; today it is \$130 a ton in Kingston, and I expect it is as high, if not higher, in most cities. Fifty and even forty years ago wages were low; today they are very high. No one wants to return to those earlier conditions. But it is the high cost of publishing that has made so many cities in Canada today one-paper communities.

To come back to the regret about partisan editorials which was voiced by the honourable senator from Carleton: it is not easy, nor is it fair, when one is publishing the only paper in a city, to be strongly partisan. On a rough average, one-half of the readers are Tory and one-half Liberal. One has to remember this when writing political editorials unless one wants to be constantly offending about 50 per cent of the subscribers. However, I too have something of a nostalgia occasionally for what we might call "the good old partisan days". I could tell many stories about some of the caustic comments, and witty ones, in partisan papers in the old days.

I remember, many years ago, the lawyer who was then occupying a law office next door to that which is occupied today by the Leader of the Opposition in this chamber (Hon. Mr. Macdonald, Brantford), being referred to in one paper as a political "vulture". That was strong language even for those days, and it naturally resulted in a libel suit. Then there was the time when a printer in Toronto, who worked in the same job-printing office that I worked in at that time, decided to run for mayor on the socialist ticket. He received just under 200 votes. The man who was elected and his chief competitor both received many thousands of votes. The *Toronto Globe* came out with an editorial note the next morning to this effect: The defeat of Mr. So-and-So, the Socialist candidate, is said to be due to the over-confidence of his supporters.

The *Toronto Globe* was not always witty, however. Sometimes it was highly critical. As honourable senators will remember, in the old days the *Globe* was the Bible of the Liberal party in Ontario. Therefore, there was naturally great consternation when in the days of the Ross Government the *Globe* came out one morning and declared in a strong editorial that there were "barnacles on the ship of state".

One of the brightest editorial cross-fires that I remember took place one day when the Liberal paper in an Ontario city requested "our esteemed Conservative contemporary" to stop writing "idiot-Tory-als". The next day the Conservative paper came back with a bright retort. The editor pointed out to "our esteemed Liberal contemporary" that what it had referred to as "idiot-Tory-als" could not

possibly be anything of the kind, because the minute you put the "Tory" in you knocked the "idiotcy" out.

True, the editorial columns of the days gone by were often bright and witty, but it took more than bright and witty editorial notes to meet the rising costs of publishing. Eventually, two-paper cities were forced to become one-paper cities and, in the case I have just been referring to, the very witty Tory editor became the editor of an independent Liberal newspaper.

Now, a word about publicity in Britain. I should like to touch for a few minutes on a subject which has been on my mind for several months. I refer to the lack of proper publicity about the Dominion of Canada in Great Britain. We seem to get a good deal of adverse publicity, but not enough of the favourable kind. I am referring particularly to interviews given to the press by Britishers who have come to Canada and if, within a few weeks or perhaps months, they have not got their feet on some ladder which is going to lead to success and wealth, they return to their native land dissatisfied and broadcast unfavourable publicity about Canada.

We had a case of this in the month of August last year which annoyed me very much. A man returned to Britain after a short stay in this country and immediately gave to the press his unfavourable views about Canada. Half a dozen papers which I happened to see had such headings as this, "Completely Disillusioned About Canada". That man had left Britain and gone to Fort Macleod, Alberta. He did not immediately get the sort of good-paying job which he expected to find, so he packed up and left, and he tried to give Canada a bad name. He said he was reduced to cleaning windows in order to make a living.

There were two or three things which struck me about this case. In the first place Fort Macleod is a small place of about 2,000 people. It is possibly quite a nice little community, but one does not expect to find many vacant jobs in a town that size. The fact that this man did not find a job to suit him in a small Alberta town is no reason for a wholesale depreciation of Canada. Perhaps if he had tried a larger place he would have done better.

The point I wish to emphasize is that we should have a proper publicity department attached to Canada House in London, which would immediately publish a reply to such stories. A smart young Canadian reporter, properly acquainted with Canada could, I am sure, deal with these misleading stories