

individual experience” (p. 218), it would be worthwhile to know a little more about the individuals involved.

To compensate for this shortcoming, the book is very strong in setting the context. Lloyd demonstrates that it is impossible to understand postwar pilgrimages without considering their precursors, including religious pilgrimages and trips to the battlefields of Waterloo, the American Civil War, and the South African War. He argues that the invidious comparison between the prewar traveller (someone who journeyed with a moral purpose in mind) and the tourist (the mere holidaymaker) evolved into a postwar contrast between the pilgrim, who returned to the front for moral reasons, and the battlefield tourist, whose interest in seeing “the devastated areas”, as they were known, was less noble. In this sense, the pilgrim represented homage to all that was sacred in the memory of the war, while commercial tourism threatened to tarnish that religious aura.

This, in turn, poses interesting questions for historians of later pilgrimages. It is difficult to dispute Lloyd’s argument that pilgrimages “merged the secular rhetoric of service to the State with the religious language of sacrifice” (p. 173). What, then, will future scholars make of the apparently media-driven pilgrimages that descended on Europe to mark the significant events of the Second World War?

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Minko Sotiron — *From Politics to Profit: The Commercialization of Canadian Daily Newspapers, 1890–1920*. Montreal and Kingston: McGill-Queen’s University Press, 1997. Pp. 224.

The concentration of press ownership is of concern today to numerous Canadians who look with trepidation and some fear at the considerable influence wielded by Hollinger Corporation or the Southam newspaper chain. Yet, as this fine study by Minko Sotiron makes clear, the process of press consolidation and the worries it generated stretch back some 100 years. Starting at the end of the nineteenth century, Canadian newspapers, in their search for wider markets, changed their self-appointed role as promoters of social uplift towards maximization of profit.

The organization of Sotiron’s book is clear and effective. He first charts the process of modernization and consolidation, then considers its implications. The study begins by noting the large number of newspapers in the rather small Canadian urban markets of the pre-1880 period — newspapers that were openly partisan and often received funding from political parties, but that nevertheless brought before the masses a variety of views and encouraged lively debate. This early proliferation of sources was also made possible by relatively modest start-up costs, a fact prompting a number of journalists to try their hand at publishing. However, by the 1890s cities expanded more quickly, populations were becoming more literate, and, as a result, greater profits loomed in the newspaper trade. To reach larger audiences, successful Canadian dailies increasingly adopted new and rather expensive technology — such

as the linotype machine — and began following the lead of their American counterparts — such as Jacob Pulitzer and William Randolph Hearst — by de-emphasizing serious political discourse. Instead, to achieve mass appeal, newspapers adopted lurid headlines and grisly crime stories, simplified their texts and provided more pictures, and included new sections such as the entertainment page and comic strips. Also, with rising costs, press ownership increasingly fell into the hands of those from the business, industrial, and financial worlds. While these new owners usually found it unnecessary to seek funds from political parties (and thus helped encourage the rise of a less openly partisan press), newspapers grew ever more obsessed with attracting readers and advertisers. By the turn of the century, it was not unusual to find promotional contests eclipsing serious news. Moreover, the new corporate newspaper engaged in buyouts and predatory pricing to drive out competition, not only within the city in which it published, but also in surrounding locales, thus leaving several medium-sized communities with a single tract. As well, the range of opinion within newspapers narrowed. For example, publishers who were increasingly part of the political or business elite, while sometimes criticizing monopolization in particular sectors, never sanctioned sources questioning the basic supremacy of capitalism as a socio-economic system. Some publishers even used their newspapers to promote their run for political office or the enterprises in which they had investments.

Although this study would have benefited from further analysis of the French-Canadian press — to consider, for example, whether the influence of Catholicism or *nationalisme* affected the process and effects of consolidation — *From Politics to Profit* nevertheless remains a well-researched and strongly argued book that conveys its thesis concisely without ever oversimplifying. Sotiron does a good job of integrating pertinent theories from communication and business history and clearly identifies the relevant wider social and economic trends. In explaining why newspapers provided a rather restricted scope of opinion at a time when they had the means to convey to so many people so much information, this book effectively demonstrates the danger of press concentration. Sotiron's work deserves a wide audience, not just for the value of the information it provides about the past, but also for the continuing pertinence of its message for the present.

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Claude Beauregard — *Guerre et censure au Canada, 1939–1945*, Sillery (Québec), Septentrion, 1998, 196 p.

At the outset of the Second World War, Ottawa picked up censorship, with its other wartime policies, more or less where it had been dropped a generation earlier in 1918. A small corps of 16 censors began intercepting international telegrams and telephone calls, reading other people's mail, and instructing editors and news directors on what might give aid or comfort to the enemy. By the war's end, postal cen-