

Notes and Comments

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NOTES AND COMMENTS

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The editors of the Review also want to thank the following for their contributions to this issue: John Gilpin, Provincial Archives of Alberta; Edward H. Dahl, National Map Collection; Iain C. Taylor, Athabaska University; Alexander H. Paul, Canadian Plains Research Center; W. Peter Ward, University of British Columbia; Robert J. Hayward, National Map Collection; Norbert MacDonald, University of British Columbia; Jim Anderson and Dave Berger, University of Alberta.

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COVER PHOTOGRAPH

Plan of the Town of Guelf Upper Canada. Founded by the Canada Company 1827. [Joseph Bouchette]. Reduced by F. Cattlin; engraved by J. & C. Walker. [ca. 1830]. In/dans: Joseph Bouchette. The British Dominions in North America (London: Longman, Rees et al., 1832), Vol. 1. (National Map Collection, Public Archives of Canada/ Collection nationale de cartes et plans, Archives publiques du Canada).

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BACK ISSUES OF THE URBAN HISTORY REVIEW

Back issues of all numbers published to date are still available. They can be obtained by sending a cheque or money order to: Marketing Services Division, National Museums Canada, 360 Lisgar Street, Ottawa K1A 0M8. The issues published in 1972, 1973 and 1974 are available at \$2.00 for three numbers, or \$1.00 each. The 1975 and 1976 issues are available at \$3.00 for three numbers, or \$1.00 each. The fifteen issues published to date are listed below:

- 1972
- No. 1-72 (February, 1972)
- No. 2-72 (June, 1972)
- No. 3-73 (November, 1973)

- 1973
- No. 1-73 (May, 1973)
- No. 2-73 (October, 1973)
- No. 3-73 (February, 1974)

- 1974
- No. 1-74 (June, 1974)
- No. 2-74 (October, 1974)
- No. 3-74 (February, 1975)

- 1975
- No. 1-75 (June, 1975)
- No. 2-75 (October, 1975)
- No. 3-75 (February, 1976)

- 1976
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- No. 3-76 (February, 1977)

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CANADIAN URBAN STUDIES
in
COMMUNIQUE: CANADIAN STUDIES

The Association of Canadian Community Colleges has just published a special issue of Communique: Canadian Studies. The issue was edited by Professor Alan F.J. Artibise of the History Department of the University of Victoria. An outline of the issue, which deals with "Canadian Urban Studies", follows. The volume number for the "Urban Studies" issue is Volume 3, Number 3 (April 1977) and it may be obtained by writing to:

Mr. Jim Page
Editor
Communique: Canadian Studies
1750 Finch Avenue East
Willowdale, Ontario
M2N 5T7

The issue sells for \$3.00. Bulk purchases can also be arranged.

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URBAN HISTORY SOURCES AT THE
PROVINCIAL ARCHIVES OF ALBERTA

The Provincial Archives of Alberta was established as a repository for the documentary heritage of Alberta in 1962 when a Museum and Archives Branch was introduced within the Provincial Secretary's Department. At the present time the Provincial Archives is part of the Historical Resources Division of the Department of Culture. Sources relating to urban history constitute a significant part of the holdings of this institution. These documents include public records, private manuscripts, photographs, maps and phonotapes.

In the area of Provincial Government records, a number of departments have transferred material which would be of interest to urban historians. The Department of Municipal Affairs has deposited records which contain files of correspondence covering the years 1894 to 1951 between the department and various communities on subjects such as incorporation. Records received from the Department of Agriculture consist of files of correspondence relating to various urban agricultural

and industrial exhibition societies. Mines Branch files which document the development of the coal mining industry in Alberta are also relevant to the urban history of the Province. Files from the Office of the Premier covering the years 1921 to 1946 and certain departmental reports and government publications would also be of considerable value to urban historians.

In the field of local government the Archives has records of the Town of Athabasca and Big Valley, plus many assessment roles and minutes for municipal districts and counties dating from 1895.

In the realm of private manuscripts, the Archives possesses a variety of collections which range from the private papers of individuals associated with specific urban centres to church and labour organizations records.

Our holdings of church records include the Edmonton, Athabasca and Mackenzie River Dioceses of the Anglican Church plus records of the Oblate Order. The Provincial Archives has also recently acquired the archives of the Alberta Conference of the United Church of Canada. A significant portion of these records relate to urban communities throughout Alberta.

Labour organizations represented include the Edmonton Trades and Labour Council and Edmonton locals of various trade unions such as the International Brotherhood of Painters and Allied Trades and the United Brotherhood of Carpenters and Joiners of America.

The Ernest Brown Collection is one of the major photographic holdings at the Provincial Archives. It also includes the work of C. W. Mathers who came to Edmonton in 1891 to operate a branch studio for the Calgary firm of Boorne and May Co. Two years later Mathers opened his own studio. After selling his studio interests to Ernest Brown, he continued to work in Edmonton until 1907. In that year he

moved to Vancouver and in 1908 he sold his negatives dating back to 1891 to Brown. These negatives form the base of the Ernest Brown Collection that exists today.

Ernest Brown immigrated from England in 1902 and arrived in Edmonton in 1904. He worked as an assistant to C. W. Mathers for three months prior to his purchase of Mather's Portrait Studio. His collection of 35,000 negatives was acquired by the Provincial Government in 1947.

The Ernest Brown Collection provides a unique visual record of the rapid growth of Edmonton from 1891 to 1914. The subjects covered encompass street scenes, industrial development, transportation facilities and notable Edmontonians. Despite the fact that the emphasis in this collection from an urban point of view is Edmonton, a number of other communities are illustrated as well.

The Brown Collection is supplemented by a number of other collections both large and small which depict a wide variety of subjects and communities throughout Alberta.

The cartographic sources in the Provincial Archives document all the major urban centres in the province. Maps produced by Crafts and Lee, Charles E. Goad, Driscoll and Knight, the Mundy Blue Print Co. and the Edmonton District Planning Commission spanning the years 1891 to 1961 pertain to Edmonton. Calgary is covered by maps dated 1884 to 1968 published by the Department of the Interior, D. J. Young and Company, Harrison and Ponton and F. C. Lowe and Co., plus such Government planning agencies as the Provincial Planning Board and the Calgary District Planning Commission. Other major communities for which maps are available are Camrose, Grande Prairie, Medicine Hat, Red Deer and Wetaskiwin. In addition to maps of these communities produced by Driscoll and Knight and government agencies such as the Peace River Regional Planning Commission, the Archives has a two volume set of insurance maps by Charles E. Goad and a series of maps dating from 1968

prepared by the Provincial Planning Board.

The Provincial Archives Collection of 1,600 phonotapes is another primary source of interest to urban historians. The index and synopses for these tapes facilitate access to the relevant information.

Moreover, other documents such as Henderson's Directories, newspapers, and information files which consist of newspaper clippings and pamphlets on various Alberta communities, are additional sources of information.

Researchers who visit the Provincial Archives can also consult the Historical Resources Library which at the present time contains approximately 300 local histories plus other imprint material on urban affairs in Alberta.

Pamphlets describing the holdings and services of the Provincial Archives of Alberta are available upon request. Also available upon request are local history checklists which provide a listing of documents available at the Provincial Archives for specific localities.

The Archives is open Monday to Friday from 9:00 to 4:30 for research purposes. Reference requests should be addressed to the Provincial Archives of Alberta, 12845 - 102 Avenue, Edmonton, T5N 0M6.

John Gilpin
Provincial Archives of Alberta

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PRAIRIE FORUM

Prairie Forum is the journal of the Canadian Plains Research Center. The basic purpose of the Center, located at the University of Regina, is to promote research and communication in the field of

Canadian Plains studies. The new journal is an important step towards that end. It is envisaged as an interdisciplinary forum which will encourage the dissemination of research results and the discussion of issues relating to man's activities in the Canadian prairies.

Prairie Forum is essentially a regional journal. The prairies have traditionally been regarded as a significant unit in the mosaic of Canadian regions, but prairie research has often been fragmented through being conducted on a provincial basis. The Canadian Plains Research Center views the new journal as a valuable move towards closer communication between prairie researchers, whether they are from the humanities, the fine arts, or the natural or social sciences, from industry, government, universities, or private organizations.

The journal's first issue appeared in April 1976. It is to be published twice yearly, in April and October. The subscription of \$10 per year includes receipt of the CANADIAN PLAINS BULLETIN, the newsletter of the Canadian Plains Research Center. Subscriptions should be sent to the Canadian Plains Research Center, University of Regina, Regina, Saskatchewan S4S 0A2. All proceeds go to the Center's revolving publications fund.

Correspondence concerning the journal, or submissions, should be sent to Professor Alexander H. Paul, Chief Editor, Prairie Forum, University of Regina.

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SOURCES FOR VANCOUVER HISTORY

The University of British Columbia Library has a new finding aid. It is entitled "The Poor in Vancouver: A Preliminary Checklist of Sources". The checklist was prepared in 1976 by a graduate student employed on a PSEUP-76 project. It draws attention to the rich body of

source materials available on a hitherto neglected area in the social history of British Columbia. For further information, please contact Professor W. Peter Ward, Department of History, University of British Columbia, Vancouver, B. C.

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HISTORICAL ATLAS OF CANADA

A four million dollar proposal for a major cartographic research effort extending over 12 years to produce a 5 volume bilingual historical atlas of Canada was forwarded to Canada Council in September 1976. The proposal is for a multi-disciplinary project drawing upon the work of a large number of scholars currently working in aspects of Canadian history and pre-history.

The proposal has been made by the Department of Geography, University of Toronto in conjunction with the University of Toronto Press. Although the headquarters of the Atlas project will be in Toronto, the project will be of national scale and will involve scholars across the entire country.

The principal aim is to provide a reference work which will also present an interpretive insight into events and patterns in the Canadian historical experience. The project is intended both to draw together work currently available and act as a stimulus to new ideas and innovative research.

The special emphasis of the whole project will be on social and economic patterns as they developed over time. This theme will manifest itself in each of the five volumes planned. The first, Native Occupation of Canada, is concerned with the geography of native peoples in the period before European influences destroyed the traditional societies. Volume II, Colonial Canada to 1783, picks up on the European

side of the intersection of these contrasting cultures, highlighting landholding systems, settlement procedures and resource development. In keeping with the overall direction of the Atlas, wars and territorial disputes in this period will be treated on an equal footing with other factors affecting the process of social change, rather than as the highly visible focal points which they may have appeared to the European powers of the period.

Volumes III, IV, and V run in parallel over the years 1783 to 1921, bearing subtitle references to Settlement, Resource Use, and Urbanization and Industrialization, respectively. Volume III deals first with the administrative structure of British American territories and then with the process of occupying and becoming established on these lands, treated through several case studies. Volume IV, Resource Use, traces the exploitation of the land, both for export purposes and for the internal needs of an integrated nation of firm internal connections and growing domestic markets. Volume V, Urbanization and Industrialization, carries the process onward into the institutions central to life in the twentieth century. In both IV and V the changing role of technology and attitudes towards resources will be evident, culminating in attention given to conservation and planning.

The organization of the project to date has been based on an advisory committee and an executive committee. The proposed structure of the project envisages a 'core group' consisting of an executive committee, volume editors, cartographic editor and publisher's representative. The core group acting together will function as an editorial board.

Five of the six volume editorial positions have been filled. They are:

Volume I: C. E. Heidenreich, Associate Professor, Geography, York University.

- Volume II: L. Dechene, Professor, Histoire, Universite de Montreal
 W. J. Eccles, Professor, History, University of Toronto
- Volume III: B. S. Osborne, Associate Professor, Geography, Queen's
 University
 A. G. Macpherson, Associate Professor, Geography, Memorial
 University of Newfoundland
- Volume IV: R. M. McInnis, Associate Professor, Economics, Queen's
 University

Research will be conducted by both a central core of research workers, together with others attached specifically to work on particular volumes.

Each volume is to consist of up to 70 plates displaying as many as 300 maps. A page size of 11-7/8" by 16-1/2" with a double spread option is proposed. The backs of plates are devoted to text and an introduction of about 10 pages will be written by the volume editor.

For readers of the Urban History Review most interest will no doubt be focussed on Volume 5. Unfortunately, as the publishing timetable will be sequential, it will be the last volume to be published. The delay will, on the other hand, allow ample time to prepare well-considered and carefully researched contents. Given the present uneven scattering of research done across the country on matters of urban and industrial history, the volume also offers the possibility of providing a research focus for the next decade.

The following is the proposed Volume 5 outline. It should be indicated that this will be subject to modification and amendment once an editor is appointed and once work on the volume commences.

VOLUME V CANADA 1783-1921: URBANIZATION AND INDUSTRIALIZATION

This volume spans the same years as the preceding two, but

emphasizes the later years of the period as manufacturing contributed to the emergence of a coherent and integrated nation. Case studies deal both with systems of cities and with individual urban places. Regions bypassed by urbanization are dealt with, in contrast, and the volume reaches a logical conclusion in its plates devoted to urban and regional planning.

1. *Introductory Plate*: Isodemographic maps showing the population or areal extent of urban places in Canada in 1870 and 1920 on a backdrop of the national population as a whole. (one plate)
2. *The pre-industrial city*: Case studies of Halifax, Quebec, Montreal, Kingston and York up to mid-19th century: unique places not well integrated into an urban system. Discussion of each in terms of hinterland, foreland, function, and morphology, and their change through time; comparative picture of places in various years up to 1850, and a glance forward to 1920. (six plates)
3. *The commercial town*: Places established as part of the export trade: case studies of a Lake Ontario port, Winnipeg, and others. These maps tie into Vol. IV, morphology, etc. (two plates)
4. a) *Origins of the industrial city*: Timing of non-agricultural towns with respect to initial settlement; systems of farm towns, parish towns, coastal ports; the significance of access; power sites (water, wind) and the liberation provided by steam. A number of case studies (e.g. Waterloo, New Westminster, Sydney) to show conditions of city creation. (six plates)
 b) *Company towns, relation to staples*: manufacturing and refining places with corporate sponsorship. Full towns, or districts within cities. Relates to Vol. IV on resource exploitation. (two plates)
5. *The agglomeration principle: as a key part of city origins*: Case studies of a number of manufacturing activities which demonstrate the successive concentration from a small family scale towards larger and larger concentrations (breweries, soap and candles, flour, paper, sash and door, bread, bricks, boilers, and machinery, carriages and automobiles, telephones, shipbuilding, hydroelectricity, and on and on): a selection will be necessary. (eight plates)

6. *Urban systems*: The hierarchy of central places, if it exists; alternative explanations, especially metropolitanism; Montreal and Toronto contend for dominance; the rise of major cities in the west, and of places like Ottawa, Hamilton, London, Sherbrooke, Moncton, and Saint John. Three of four plates. Cities becoming detached from their hinterlands: changing scale. (four plates)
7. *Urban structure*: The morphology of major cities up to 1921 and selected examples of smaller places, and of changes in them; fuel supplies, utilities, transportation, freight delivery, housing condition, fires and urban renewal, annexation. Probably fifteen plates, with internal structure of this group to be more carefully defined.
8. *City life*: Ethnicity, immigration, income levels, politics, planning, civic action, contrasts with the countryside, the arts and entertainment, religion, education, prohibition, crime, and welfare, population stability, journey to work, wealth, waste disposal, etc. Another large section, perhaps arranged by theme rather than by city. (twelve to fifteen plates)
9. *The countryside*: Life styles and politics contrasting in various ways: urbanization leading to economic contrasts across the nation; regions complementing urban places, and those left behind. Native peoples in an industrializing country. Case studies of complementary areas and backwater areas (ties to rural-urban migration and to limits of settlement). Complementary areas include food and other production areas and recreational space; hence cottaging on Lake Simcoe and the Eastern Townships, for example, are considered. (six to eight plates)
10. *Foreign relations*: American and British branch plants, back to wheat and lumber exploitation of 1830's; international commerce; conscription, Sifton and recruiting settlers (maybe Vol. III), cultural assimilations. (three plates)

General inquiries about the project should be addressed to:

Dr. W. G. Dean
Department of Geography
University of Toronto
Toronto, Ontario

The writer is a member of the advisory committee and would be very interested to hear from urban historians about their reactions to the outline proposed for Volume 5. Please address such comments to: Dr. I. C. Taylor, Athabasca University, 14515 - 122 Avenue, Edmonton, Alberta T5L 2W4.

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DIRECTORY OF CANADIAN RECORDS
AND MANUSCRIPT REPOSITORIES

The Association of Canadian Archivists has recently published a Directory of Canadian Records and Manuscript Repositories. The Directory lists Canadian Archives, Libraries, Historical Societies and Museums holding records and manuscripts. It includes addresses, telephone numbers, names of heads of repositories, time of operation and a brief description of the nature of holdings.

<u>COST</u>	SEND PREPAID ORDERS TO:
ACA Members: \$3.00	Valerie Cowan
Non-members: \$4.00	ACA Treasurer
	24 Edward Laurie Dr.
	Halifax, Nova Scotia B3M 2C7

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CITY MAPS AND PLANS

For those interested in purchasing historic maps, either for themselves or their institutions, there are two recently produced catalogues that may be of interest.

First, there is the Catalogue of Fire Insurance Plans of the

Dominion of Canada distributed by Phelps Publishing Company, 87 Bruce Street, London, Ontario, N6C 1G7. Ed Phelps obtained the complete stock of fire insurance plans held by the Insurers' Advisory Organization and is now offering for sale plans dating from the 1890's to the present of over 500 Canadian villages, towns and cities. The second catalogue is that prepared by Historic Urban Plans, Box 276, Ithaca, New York 14850. The catalogue lists 10 high quality facsimile maps of cities such as Halifax, Montréal, Québec and Ottawa during the 18th and 19th centuries. The facsimiles are printed on fine grade paper stock and are priced at about \$10.00 each.

Both catalogues are free and may be obtained by writing to the addresses listed above.

Robert J. Hayward
National Map Collection
Public Archives of Canada

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URBAN READER

About once every two months a distinctive periodical called Urban Reader arrives in the mail of a host of Vancouver's school teachers, librarians, engineers, businessmen, architects and just plain citizens. The covers are always imaginative and one can be reasonably sure of finding something interesting inside. Each issue usually focuses on one specific urban problem or development. It might be on the design of urban housing, the utilization of nuclear energy, work and leisure in the city, the problems of the elderly, sharing space in an urban environment, or the special needs of city kids. There are also numerous articles, notes and reviews on an incredible variety of modern concerns and interests, whether TV programming, organic gardening, alcoholism, or the misuse of credit. Finally, there are special notices, details and lists of diverse urban facilities and services available in Vancouver itself. There are no advertisements, and if you write Urban

Reader, Social Planning Department, City Hall, 453 West 12th Avenue, Vancouver, B.C. V5Y 1V4 you can be put on the regular mailing list. Last but not least, it is completely free.

Urban Reader started as a LIP project in March 1973. I have neither seen nor read the rationale for the original request, but my guess would be that the application form read something like this: "The proposed journal will make available to the public a wide range of current literature on urban issues and problems. It will facilitate the exchange of this information, increase the general awareness of the complexities of urban life, and make its readers aware of the diverse approaches to contemporary urban problems". The applicants later got their grant, but like many new journals, the publication pattern proved to be a bit irregular. In 1973 there were four issues, in 1974 nine, 1975 eight, and in 1976 six.

For the first year or so it was primarily a digest of literature on urban affairs. In one of the early issues the editor pointed out "we review about one hundred daily, weekly and monthly publications, newspapers, popular magazines, academic and special interest journals". My own rough count of the content in the first eighteen months showed that the editors chose the majority of their material from the Christian Science Monitor, Toronto Globe and Mail, New York Times, Vancouver Sun, Toronto Star, U.S. News and World Report, Harpers', City, Time and New Scientist. The topic that was featured in each issue tended to be primarily a grouping of diverse columns or articles that had been done elsewhere.

Early in 1974 after the original editor had "gone to Peking to study art", Anne Kloppenborg took over as editor and the City of Vancouver assumed the funding. While there has been some turnover among assistant editors and research writers, the new arrangement has given Urban Reader a greater coherence, focus and continuity. It still provides numerous reviews, digests and excerpts, but rather than merely

grouping a number of such items into a "feature", there are now more and more review type articles. Here the author surveys the literature, adds personal viewpoints and material in a unified essay with a bibliography included. The policy of treating a wide range of urban issues has continued. Whether it be transportation, crime, air pollution, alienation, violence, housing, education, land costs or drug traffic, all the standard urban problems are treated. Similarly the articles are usually geared to that hypothetical "average reader". While the expert might find an article dealing with his special field a bit generalized, the writing is clear, readable and concise with good photographs, charts and diagrams. An additional characteristic that might be noted is the identification of aspects of urban life which do not qualify as major problems but which nevertheless are an important part of everyday life. Thus there are incisive treatments of the special needs of children, the elderly and of women. The material usually has a general urban orientation, but some of it focuses exclusively on Vancouver.

Given the nature of its funding, it is not surprising that Urban Reader has a non-political stance and tends to avoid more controversial economic and political issues. One will find little here on Canadian income distribution, local class structure, or the political philosophies of city aldermen. Rather the journal has what might be labelled a "technological, ecological outlook". In its discussions of urban problems it implies that most of these can best be remedied by improved transportation systems, more extensive recycling procedures, or more humane design of urban streets, houses and apartment buildings. While few would dispute the benefits of such steps, they do not get at the hard issues of the nature of economic and political power.

If one single feature brought this periodical to the attention of the local reader, it was undoubtedly the publication of a number of historical issues on early Vancouver. So far five of these have appeared. Individual issues treat "Pioneer Days" from 1860's to 1890's, "Turn of the Century" (1890-1910), "The Great War Decade", "The Twenties

and Thirties", and "The Forties and Fifties". Without exception all of these are superbly illustrated with a careful selection of striking photographs from the extensive collections of the Vancouver Public Library and the Vancouver City Archives. The total production run of some of these issues was quickly exhausted, and they are now a kind of collector's item that would not be out of place on a coffee table, along with a volume on the Group of Seven, or maybe Kurelek's A Prairie Boy's Winter.

But while the historian can enjoy this collection of photographs, he will be less than satisfied with the nostalgic, sentimental image of the good old days presented here. The "Vancouver: Turn of the Century" issue is fairly representative. The photographs are interspersed with a series of newspaper clippings, advertisements, vignettes and personal reminiscences. From a series of interviews done by City Archivist J. S. Matthews in the 1930's we learn about "Vancouver's first street car line", "the first fire engine", "the first street lights", "the first motor ambulance" and "the first properly organized building project". We also learn how one could fill a rowboat with smelts in just fifteen minutes, or how one could get lost in the heavily timbered West End. Distinctive city by-laws are also quoted. Thus an 1886 by-law pointed out, "No owner or driver of any cart shall drive or suffer or permit to be driven about the streets of said city...any notoriously bad characters or women of ill fame". While By-law 263 of January 16, 1902 read, "Not more than twenty-five cows shall be kept by any one person, family, partnership, company or corporation at any one time within the ... limits of the city". The historian can read, chuckle and enjoy some of this, but after a time it palls and one looks for something more substantial.

While historians might have reservations about the historical material, they can still profit from diverse essays on transportation, land costs, urban planning or modern design. My hunch is, however, that the engineer, planner or architect would enjoy the historical material but have comparable reservations about the material in his own field of

expertise. Yet one must remember that Urban Reader is aimed not only at the professional, but at a much broader reading audience. If letters to the editor are any guide, there is no doubt about the verdict. "Urban Reader is an excellent effort"; "Your views give us all access to large areas we would never have time to research ourselves"; "one of the most positive things happening in Vancouver"; "material has been concise and most informative for school assignments"; "You are eminently reasonable... Keep up the good work"; "is the sort of publication I always make time for".

As a historian I do not share this enthusiasm, but the comment of one letter writer that "you can't satisfy all of your readers" should also be kept in mind.

Professor Norbert MacDonald
 Department of History
 University of British Columbia

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THE ST. JOHN'S EDMONTON REPORT

At first glance, the city of Edmonton appears to be an unlikely setting for a significant new departure in local journalism. Far removed from the communication heartland in central Canada, Edmonton's population is served by a single mass circulation daily newspaper, several television outlets and a host of radio stations. Residents of the city can also turn to Maclean's Magazine, or a great variety of American periodicals. Like other western urban centres, it also has its struggling alternate press.

During the past several years, however, there has been an unusual addition to the variety of media serving Edmonton. A local newsmagazine called the St. John's Edmonton Report which began in 1973, has established itself as an apparently viable operation, with a current circulation of about 25,000. Its success has recently been reported in

both Maclean's Magazine and the Financial Post. The Edmonton Report, as it is called locally, is evidentially unique in North America in that it is the only weekly newsmagazine to serve a single urban centre.

The fact that the editor of the Edmonton Report has recently announced his intentions of establishing similar community-based newsmagazines in Calgary and other western Canadian cities raises the question as to whether the successful Edmonton operation can be transplanted to other urban centres. The extent to which it might serve as a model of similar ventures elsewhere is best determined by examining both its commercial basis and the political and moral message it attempts to propogate.

The magazine was launched in Edmonton in 1973 by the Company of the Cross, a small religious lay order with tenuous links to the Anglican Church of Canada. In the 1960's, this Christian group established two private schools for boys, located near Edmonton and Winnipeg, respectively. The St. John's Boys School near Winnipeg was supported in part by a meat-packaging operation which involved students selling meat door-to-door in Winnipeg. A similar commercial operation was attempted by the Company using the boys of the St. John's School near Edmonton. However, Edmonton's health regulations made such a plan impossible and the intended meat plant became a printing plant turning out a weekly catalogue for the Edmonton real estate industry as well as the newsmagazine with a format virtually identical to Time.

The difficulties faced by the Edmonton Report staff in commuting forty miles between the school and the city forced the Company to move its magazine staff and operations to the western outskirts of Edmonton in 1974. The publication is still not self-financing. About 50% of the press time is devoted to printing the bulky real estate catalogue. In booming Edmonton (with an official vacancy rate on rental accommodation at 0%), this has proved to be the most lucrative part of the operation which largely underwrites the publishing venture.

Members of the Company of the Cross, who earn only \$1 per day in addition to living expenses, make up the greatest number of reporters, press operators, typesetters and other staff. Even non-union print shops cannot compete with the Edmonton Report staff who labour for the Lord. Child labour is also a significant factor in keeping production costs down. Boys from the Company's private school sometimes spend a year or two working in the printing plant before going on to university. The Company recruiting pamphlet also states that it provides "moderately paid jobs in the printing plant for sons and daughters, ten years old and up". Advertising revenue from the Edmonton Report is only about \$5,000 per week although a recent decision to accept liquor advertising is likely to raise it somewhat.

After experiencing a number of initial problems in production and circulation, the Company resorted to direct sales techniques including blanket distribution of sample copies to all homes in designated areas of the city. It also made use of commissioned telephone salespeople. Circulation rose steadily from a figure of 1,500 for the fifth edition to its current level.

An indication of the clientele who read the publication was provided by a recent survey commissioned by the magazine. The average income of subscribers is \$24,000, most are in managerial or professional occupations, 85% own their own homes, and considerably more than half the readers (65%) own two or more cars.

The peculiar success of the magazine is likely not only due to these commercial factors, however. The evangelical creed of the eighty or so members of the Company of the Cross is the raison d'etre of the magazine. This creed appears to result in a peculiar puritanical preoccupation with sex, pornography, corruption in high places and similar subjects which lend themselves to sensationalism and titillation (and which, not incidentally, boost circulation). In addition, a highly individualistic and authoritarian political philosophy is rather

blatently interjected into almost every 'news' story. This second factor may be particularly consistent with the political culture of urban Alberta.

The philosophy of the Edmonton Report, according to the editor Ted Byfield, is based on the writings of the Christian apologists, C. S. Lewis, and Dorothy L. Sayers, the latter a lay theologian and author of detective novels. Mr. Byfield, a former reporter for Time and the Winnipeg Free Press, emphasizes the need for society to rediscover moral absolutes. He views "liberal humanism" as a misleading doctrine propogated chiefly by the educational system and the media. The recruiting booklet of the Company of the Cross states the mission clearly - "The task confronting Christians therefore is to run schools and use the media in such a way that those popular presuppositions are changed". The Edmonton Report can, therefore, be considered a natural adjunct to the St. John's Boys School, the philosophy of which stresses a disciplined individualism.

The anti-progressive, non-collectivist philosophy that characterizes the newsmagazine is summarized well in the Company recruiting booklet and in a book entitled Just Think, Mr. Berton which the editor Ted Byfield wrote in 1965 as an intended rebuttal of Pierre Berton's attack on Anglican Church "Tories" in The Comfortable Pew. In the recruiting booklet, those who picture Christ as a social reformer are denounced. In Byfield's book, "the real struggle of this world is not . . . the racial question, nor the quest for social improvement". It is, rather, "the war between good and evil and the battleground is the heart of each man". Not surprisingly to the Company of the Cross, progressive elements within the Anglican Church are misled. To the Company, the concept of a worker priest is a clergyman who moonlights.

Predictably, the editorial line in almost all Edmonton Report stories shows an enduring preoccupation with the establishment of individual enterprise. The West's own beer baron, Ben Ginter, for

example, is depicted as battling violently against the big companies and encroaching unions. The deliberate macho image of crew-cut Ginter " . . . slashing out like a cornered he-bear" is reminiscent of the Darwinian struggle. A similar story appears in an issue of the Report concerning an Edmonton owner of a successful furniture discount operation who works "six days a week at twenty hours a day" to keep his place in the sun. Probably this theme of the struggling but successful entrepreneur who is "his own man" appeals to the fantasies of the Edmonton Report's managerial and professional readership who must make daily compromises within a bureaucratic structure.

Yet there is a note of envy with respect to the establishment that the Report's heroes battle against. Thus, a note of delight creeps into the headline to a story on airline boss Max Ward who, "after ten years as the airline renegade (is) about to join the establishment". Hitherto, Wardair, "like no other Canadian airline operation . . . virtually belonged to a single man. He'd built it; he owned it". What more fitting message for a well-heeled readership whose careers are tied to rapid growth and expansion of the city region?

Edmonton Report stories depict government bureaucracies as impersonal, homogenizing agents. Yet, individual bureaucrats, particularly renegades within the organization, are praised for asserting their individual will against a collectivist whole. One headline, for example, shouts "Can this Prof. Save the Campus from Encroaching Government Control". City Hall is characteristically inefficient, providing road-blocks to struggling businesses.

Premier Lougheed, ironically, is not seen as a key member of an establishment. Rather he is the "Western knight" storming eastern bastions. Regional economic disparities are reduced to interpersonal jealousies and solutions are not sought collectively, but by individual politicians.

The magazine's treatment of individuals, therefore, varies considerably with the class interest they represent. Property developers are treated with respect and their social utility is appreciated. In a remarkable passage in the April 5, 1976, issue, for example, the myopic reporter sees no slums in central Edmonton - a belief probably shared by the magazine's suburban readers but not by the thousands of inhabitants of the inner city. While "the deterioration of the downtown core is a phenomenon much chronicled by urban sociologists", Edmonton has escaped such a fate because it is "a young city with ambitious developers and a fluid money supply". Generations of urban scholarship is thus turned on its head and we learn that ambitious developers are the saviours of the inner city.

In contrast to the socially useful ambitious developer, a union official is described as "the master of the calculated rage . . . and the unreasonable demand". As collective entities, unions are unspeakably evil. A front cover caption in the March 31, 1975 issue for example, is unlikely to win an award for understatement. It reads, "How the Endless Labour Chaos of Vancouver's Waterfront is Causing Children to Starve and the West to Risk Losing Some of its Best Customers". Perhaps with an eye to the St. John's School, the Edmonton Report staff headline a story in an August, 1976 issue with the words "Trade-Union Tactics Hurt Teachers Image".

Again individual initiative must not go to the lengths of battling established authority or the laws of the land. The August 2, 1976 edition of the Report, for example, gleefully reports that a special Alberta civil servant in charge of investigating welfare abuse, along with four special investigators (all ex-RCMP officers) uncovered some 37 cases of welfare fraud among the 72,000 Alberta residents receiving public assistance. The Report notes that the welfare abuse specialist credits his new sleuths with giving the operation "its bite".

Progressive groups and individuals are jeered at in the pages

of the Report. In a classic passage, the magazine staff offer a capsule analysis of left-wing politics:

On what you call the left of Canadian politics there are about five movements, all to varying degrees revolutionary. Some, however, are more revolting (so to speak) than others

In other passages in various issues of the Report, Joe Clark is described as "more progressive than conservative". Two Liberal "reform" members plus one socialist alderman who managed to get elected to city council in Edmonton have somehow forced the 12-member council to take "a decided turn to the left". Even the Edmonton Report's review of Bernard Shaw's play Mrs. Warren's Profession reminded the reporter of "some of the juicier parts of Volume One of Das Kapital". After all, fabian socialists are Marxists and Marxists are Commies

As a magazine with an avowed Christian bias the Report tends to crusade against the secular pleasures of the flesh. Ever cognizant of immorality of the city, the editors take a curiously prurient interest in pornography.

The issue of morally dubious magazines and films may be an obvious target for a socially concerned magazine but explicit pictures and vivid descriptions of the abhorred conduct lead the observer to question the motivation of the Report's persistent spotlight on pornography. A two-page feature on "bottomless" night clubs replete with a detailed account of the stripper's actions include too many adjectives suggesting a subconscious titillation with the subject.

The Report condemns the passive immorality typified by pornographic magazines on bookshelves but the more active indiscretion committed by an individual receives special attention.

The tale of a southern Alberta mayor who strayed from expected conduct is well covered by the headline: "Toshach admits alcoholism, pornography but that's no surprise to Drumheller". It hints at the orthodox Christian belief that men are born sinners and, in context,

connotes a certain puritanical delight that it has been discovered.

The Report acknowledges that unbridled lust is ruining man's moral fibre, yet it relents from suggesting that the individual quest for material goods is an evil. Its admiration for acquisitive entrepreneurs is well documented. Rather, the Report suggests that the introduction of Christian beliefs to the marketplace is more likely to reduce social and moral tensions. Once the work ethic, individualism and the Bible form the cornerstones of Western society, justice will be at hand.

The apparent obsession of the St. John's Edmonton Report with sensationalism in the area of crime, sex, the arts, politics and so on has a deliberate purpose, in addition to a possible fascination on the part of a puritanical religious community with the more earthy aspects of life. The Company's recruiting booklet tells the novice, "We must learn to reach the world. Not just the people already convinced, but the world. This means we must begin where men's interest already lies, not where we would like it to be".

The planned expansion of the Company of the Cross into the Toronto area with another boys' school and its plans for expanding the Report into Calgary, Winnipeg, Vancouver, and Saskatchewan's two major cities raises some interesting questions. Can the Company's philosophy and no frills lifestyle attract sufficient dedicated recruits to produce and in effect, subsidize through their labour, other similar ventures? Will the political culture beyond Alberta's boundaries prove less conservative and individualistic? Given the political and religious philosophy of the Report, other cities would be better served by rival newsmagazines with a more progressive and humane editorial position.

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ONTARIO HISTORICAL GEOGRAPHERS, FALL CONFERENCE,
INNIS COLLEGE, UNIVERSITY OF TORONTO
OCTOBER 23, 1976

Academic conferences are something of a liturgical necessity, a barely living part of the academic apparatus, like pipes, tweeds, turtlenecks and heel-less shoes. They are an unfailing source of amazement (and amusement) to one noted urbanologist who never fails to wonder at the capacity of normally intelligent men and women to submit for hours on end to the pious meanderings of their colleagues. He, of course, has long since released himself from other such rites, such as ecclesiastical ones, but remains an unfailing attender (and participant) at academic ones. In defence he might answer as H. L. Mencken did when asked why he continued to live among the American booboisie: Why do people go to zoos?

One could then expect the agony to be brutal if brief at the fall meeting of the Ontario Historical Geographers. They met for only a day. At that, a good chunk of time was spent on a walking tour (as necessary to geographers as a discussion of the Canadian identity is to historians), and on extra-curricular entertainment supplied by gracious hosts.

What actually happened only shows that one should expect the worst and he will most always be pleasantly surprised. Some 100 "nobs, snobs and flunkies" had a chance to actually meet each other, engage in some intelligent discussion (and even debate), learn something, and perhaps most important, be amused. Certainly this reviewer is in no position to attribute the success to all the papers, and so must point to the size of the conference, its informality (occasioned no doubt by under-organization), and a judicious (haphazard?) mix of people. Different classes and different academic jurisdictions created a plausible chemistry even though inter-disciplinary meetings seem to have an ambience one would expect at a joint meeting of Liberals and

Socialists or even of stags in the rutting season. Mutual incomprehensibility shades off into downright hostility.

But perhaps historians and geographers, each secure in their sphere of influence, the former in charge of time and the latter in charge of space, can be less defensive than other disciplines. Most are confused about academic boundaries and therefore invariably extend themselves (often aggressively) into areas where they create more heat than light. The "retrospective background" (and "physical reference base") has become as rite in some disciplines as meet is to an Anglican. At any rate, the geographers at this meeting seem to have had an intelligent appreciation of time and the historians of space. Where either was abused, one sensed that it was not done so willfully or incautiously.

In the first session Randy Widdis (Geography, McMaster) offered an essentially methodological paper - "Land Utilization and Socioeconomic Data From The Nineteenth Century Assessment and Patent Records: A Technique for Analysing the Influence of Speculative Activity on Settlement" - which examined the impact of speculation on settlement in Hamilton Township, 1808 to 1845. The study was divided into four sections: 1) a critique of previous rural speculation studies pertaining to Upper Canada in which patent records alone are used to distinguish speculators from bona fide settlers; 2) the examination of trends in regards to land improvements, land transfers and persistence which reveals evidence of speculative activity within the study area; 3) the formulation of a research technique based primarily on information found in the assessment rolls in which probable speculators are identified on the basis of four criteria relating to land utilization and holding size; and 4) the application of certain analyses which distinguish various aspects of speculative activity in the study area.

Widdis was "paired" with the pair of John Weaver (History, McMaster) and Martin Lawlor (History, McMaster) who were also concerned

with speculation but in an urban setting and about a century later: "Development and Speculation in Westdale, Hamilton". Weaver's paper, complemented by Lawlor's statistical analysis of the configuration of suburban Westdale, was chiefly concerned with the dynamic of speculative activity as it developed over time. Speculation as a determinant in settlement pattern was a means to enhance speculative activity (Weaver). Weaver also made clear that the speculator, himself, leads a very complicated and hazardous existence: he is hard to atomize and even harder to homogenize.

Pursuing the development and speculation theme were Isobel Ganton (Geography, Toronto) and John Taylor (History, Carleton). Miss Ganton's lavishly illustrated study - "Bright Street, Toronto: A Microcase" - traced the development of the Bright Street district in the east end of Toronto from the first survey of the 1790's to the emergence of a mainly working-class residential area of terrace housing on narrow lots by 1884. Changing perceptions of the utility and desirability of the area and practices and patterns of subdivision and construction were discussed in light of the preliminary findings of a study of the development process in Toronto and its suburbs as a whole.

Taylor's presentation - "Quarrels Over Land in Early Ottawa" - saw speculation (and inevitably animosity) as both influenced by development, of a new economic focus for example, but also as influencing development. Land in dispute or pre-empted because of its value tended to direct or more often distort what might be seen as a more logical development.

In addition to the sessions on development and speculation, there were two others: one on Historical Recreation Geography; the other on Nineteenth Century Social Geography. In the former, papers were presented by John Marsh (Geography, Trent) - "Historical Recreation Geography" - and Geoff Wall (Geography, Waterloo) - "Recreational Land Use in Nineteenth Century Muskoka and Early Days in the Commercial

Exploitation of Niagara Falls". In the latter, papers were presented by W. J. Smyth and Cecil Houston (Geography, Toronto) - "The Spread of the Orange Order in Ontario" - and Tim Bird and Greg Levine (Geography, Queen's) "'Progress' as an Idea in the Urban Scene".

The nature of historical recreation geography and the activities of people in this field were the focus of the papers by Marsh and Wall. Marsh provided a definition of historical geography and summarised the value of such studies and some common conclusions about past recreation. It also included a six page bibliography on recreation history.

Wall summarised his paper on "Recreational Land Use in Nineteenth Century Muskoka". In this he stressed that researchers "have overlooked the considerable stability of recreational land use patterns", and also that "many current problems of recreational land use are not completely new phenomena, and . . . are better understood when placed in their historical context".

Original manuscripts on past recreation were also circulated. The general discussion that ensued covered such points as the significance of such studies, the relative importance of economic and attitudinal factors, and problems of data availability and reliability.

Copies of the papers presented are available from the authors who are now planning a book of selected papers on the historical recreation geography of Canada.

Smyth and Houston described the Orange Order as a socio-religious organization of Ulster origin which had remained identified, almost exclusively, with Irish Protestants in Ontario. The growth and spread of the Order in nineteenth century Ontario was analysed in terms of rural settlement spread and urban expansions. It was suggested that the Order provided an institutional focus for the realization of

community and political needs: it did not act merely as a vehicle of sectarian bitterness.

Bird and Levine analysed the idea of "Progress", defined in terms of economics, politics, education and morality, on the basis of a study of editorials in Kingston and Winnipeg newspapers of the 1870's and 1880's. It was suggested that the stagnation of Kingston and the contemporary rapid development in Winnipeg were important constraints on how the general philosophy of Progress was interpreted at a local level.

The final session of the day featured Mel Watkins (Political Economy, Toronto) on "Innis and Canadian Studies", and Innis' son, Don Innis (Geography, Genesee, N.Y.) on "Staple Commodities Revisited". The cerebral Watkins elaborated on the place of Innis as a sort of Godfather to contemporary Canadian nationalist movements . . . a rediscovery, in a sense of Harold Innis. Don Innis was a contrast. He provided the conference with a ramble into Innis' past via the old lantern slides his father had used to educate another generation of Toronto students on staple theory. The contrast was surprisingly effective.

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THE NORTH AMERICAN CITY

CANADIAN ASSOCIATION FOR AMERICAN STUDIES

The thirteenth annual conference of the Canadian Association for American Studies will be meeting at McMaster University, October 19-22, 1977. The conference theme, The North American City, is a broad one and papers from many disciplines are being encouraged. Both Canadian and American urban experiences are to be considered. Keynote speaker will be William Kilbourn and plans are to round out the conference with a film showing and art exhibit. For further information contact Carl Ballstadt, Programme Chairman, Canadian Association for American Studies, Department of English, McMaster University, Hamilton, Ontario, L8S 4L9.