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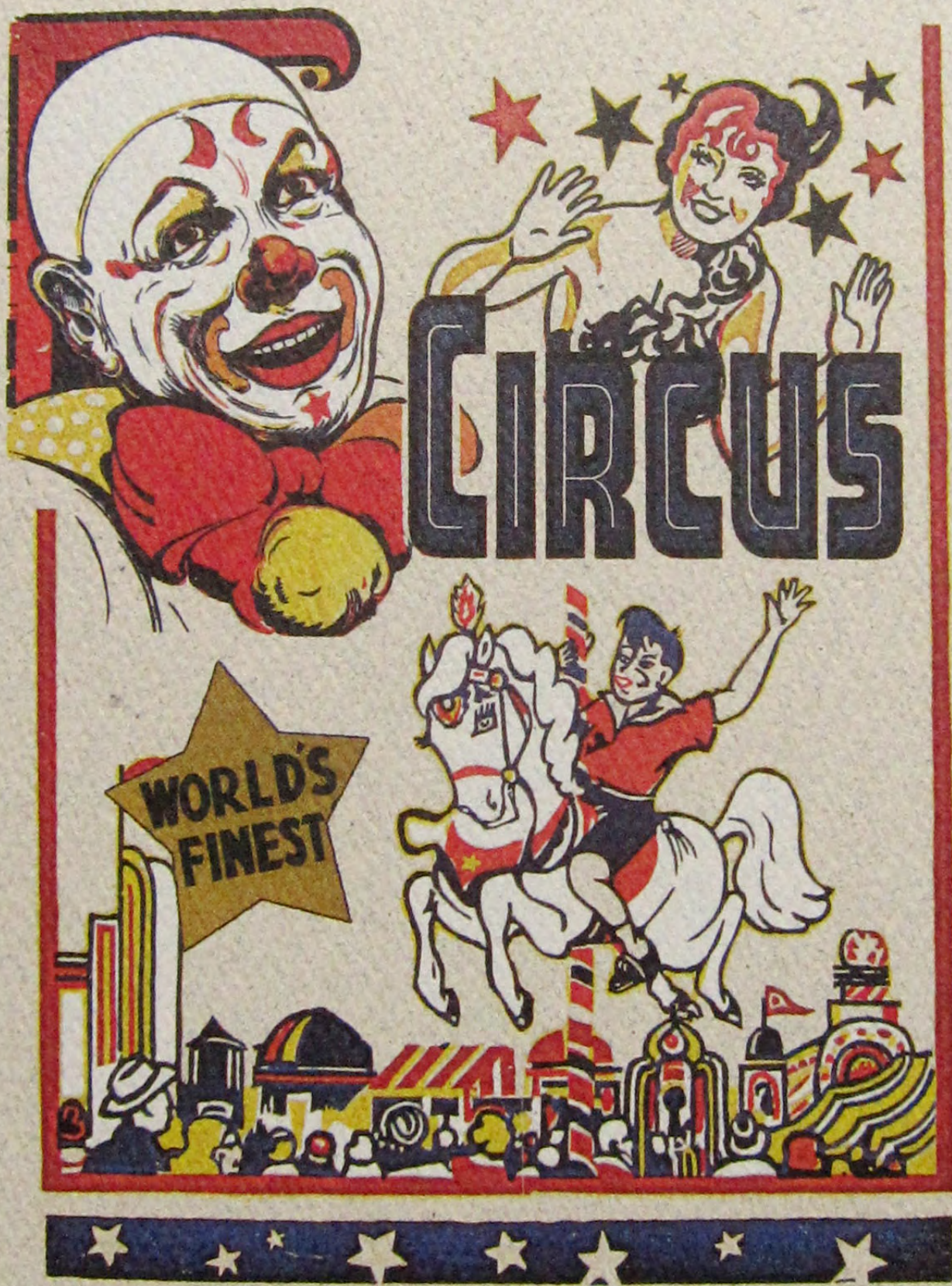
# DA·87

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*Trading in the Real: Andrew King and Design  
on the Canadian Prairies*



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❧ DA, A Journal of the Printing Arts

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The front COVER is a bit of a shameless mash-up that pilfers stock elements from a number of posters produced by King Show Print (Estevan, SK) on behalf of Conklin Shows, E.J. Casey and the Odyson Circus. The KEEPSAKE presents a selection of Garamond rules excerpted from a Redfield-Kendrick-Odell Specimen Book (New York, 1927).

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↪ *Recuperating Magazine Digest:*  
Jewish Identity and Cultural Nationalism  
in Canadian Publishing

JALEEN GROVE<sup>1</sup>

In Canada, it is commonly understood that magazine publishers were out-competed by American ones. In the dominant cultural nationalist ideology, Canadian publishers demanded and rationalized tariffs and other protections by arguing that their intrinsic worth lay in the mass media's ability to keep the country together, which they collectively did by promoting middle-class Anglocentric cultural norms. These norms were promoted as true, unique Canadian experiences and values—which cultivated the same affluent demographic that most interested advertisers, depriving ethnic and racial minorities of visibility.<sup>2</sup> The martyrdom of the Canadian media and the threatened loss of this supposed Canadian cultural unity has been replayed many times by industry and intelligentsia alike, rarely accounting for any exceptions to the rule.

This intellectual tradition seems to have caused print history scholars to skip over one title in particular, *Magazine Digest* (hereafter, *M.D.*), the sole product of the Magazine Digest Publishing Company, headquartered in Toronto and variously printed in nearby Pickering, or Ogdensburg, N.Y., or Montreal from 1930 to 1956.<sup>3</sup> It is an immense oversight, given that its legal counsel claimed in 1944 that the company was in fact fielding orders for one million copies per month, although in actuality it could only print 112,000 (for comparison, *Macleans* had 284,825 in 1945, while *Mayfair* had no more than 20,000 at any point).<sup>4</sup> Furthermore they were successfully selling five of every six *Digests* in the United States, a feat assumed to be impossible.<sup>5</sup> But literary elites took a dim view of digests because any condensing of borrowed content was thought perforce to be second-class—although the practice is *de rigeur* in newspapers, with no diminishment of reputation.

Perhaps *M.D.* also incurred critical dismissal on account of