

The Province Newspaper: Mattress Ads as News

by Stephen Elliott-Buckley - Tuesday, July 29, 2008

<https://politicsrespun.org/2008/07/the-province-newspaper-mattress-ads-as-news/>



So CanWest's imperial media used to own 1/3 of the free *Metro* daily paper in Vancouver. They have clearly learned something from *Metro*'s tendency to [skip any actual news on the front page and just run an ad](#) because today, *The Province* decided to mostly skip any news [real, soft or nearly] and run a mattress ad. Maybe they were hoping for bloodshed, terrorism or carnage at the fireworks or the Pemberton rock festival, and receiving none, just bailed and went for dropping the pretense of them actually being a real newspaper and just run an ad, like the flier that they really are.

And after [yesterday's cover reporting "Rock 'N' Roll 'N' Chaos" without the actual chaos](#), they have gone one step further to demonstrate their lack of journalistic integrity with a mattress ad.