

newspaper presses are capable of printing simultaneously from as many as 15 reels and of producing 300,000 copies per hour". Canadian newspapers have taken full advantage of the improvement and cheapening of both the type-setting process and the printing process to increase both the size and the circulation of their newspapers, the aggregate number of copies of Canadian daily newspapers alone reaching in 1936, 2,276,000 per day, or approximately one per household for the total population.

Canadian weeklies, too, have an enormous aggregate circulation. In some cases, they are weekly editions of daily newspapers, and these have very large individual circulations. The great majority of Canadian weeklies, however, supply in the main the local news of the communities which they respectively serve, together with digests of world news which are perhaps more valuable because of their condensation. In spite of the growing influence of the dailies, these local weeklies still exercise a great influence on the affairs of their respective communities. Other weeklies serve the special needs of various businesses and professions, or are the organs of churches and fraternal organizations, and still others are printed in languages other than the official languages of Canada, and serve the needs of those who speak these languages by keeping them in touch with the progress of affairs in their original homes. Altogether, the weeklies printed in Canada had an aggregate circulation of 3,916,000 copies per week in 1937 (see Table 5, p. 771).

The mechanization of the type-setting and the printing processes described above, great as was its stimulus to the output of printed matter, had also its attendant disadvantages. The high cost of type-setting machines and the enormous cost of modern printing presses converted the publication of newspapers from an artistic and intellectual into a business undertaking, and was largely responsible for a tendency for the business office to dominate the editorial and news desks. Again, since advertising rates are very generally based upon circulation, there was a struggle for sales, which resulted in the elimination of many deserving newspapers such as the *Montreal Witness*. Further, because of greater rapidity of communication, the city dailies have tended more and more to cut in upon both the circulation and influence of the older weeklies, which in many cases were edited by men of good education and independent views. These were leaders of public opinion in their communities and were in many cases chosen to represent those communities in municipal councils, in the Legislatures, and in Parliament. In a word, the evolution of Canadian newspapers and magazines in the past half-century has exemplified both the advantages and the disadvantages of modern large-scale production.

The Press as Affected by Its Supply of Paper.—Every newspaper or magazine is ultimately dependent for its publication upon the maintenance of its supply of paper, which may be regarded as the chief raw material of the printing and publishing industry. The development of the Canadian press has therefore been to a great extent conditioned by the evolution of the manufacture of paper and the prices at which paper can be obtained.

The first periodical publications to be printed in Canada were doubtless printed on imported paper, which must in those days have been relatively expensive, so that the first issue of the *Halifax Gazette* was printed on a half sheet of foolscap. The problem of the supply of paper was a serious one for the early printers, and it is highly significant that probably the first paper-mill in what is now Canada was set up at St. Andrews in the county of Argenteuil, by James Brown, then printer of the *Canadian Gazette* in Montreal, in 1803.* Ontario's first paper-mill was set up at

* Fauteux says 1806.