

Crook's Hollow (now Greensville) in 1813, and a Nova Scotian paper-mill was established at Bedford Basin near Halifax in 1819. All these paper-mills and their successors used rags as raw material almost exclusively; it was not until 1866 that Alexander Buntin installed in his paper-mill at Valleyfield, Quebec, the first wood grinder in America, while in the same year Angus, Logan and Company started the first mill making chemical fibre from wood. These mills were the pioneers in what is now one of the greatest of Canadian industries, which assures to our newspapers an abundant supply of their chief raw material.

In this article, however, we are concerned not with the paper industry as such, but with its influence upon the development of the Canadian press. This may best be measured by the trend of prices. Good statistics of prices, unfortunately, are available only from 1890, when the quoted price of newsprint paper was \$3.70 per 100 lb. delivered. Thereafter there was a downward trend, and the corresponding quotation in 1905 and 1906 was only \$2 and in 1907 and 1908 only \$1.95. This decline of nearly one-half in the price of newsprint, at a time when general prices were advancing, was presumably due to improved and less expensive methods of manufacture. At any rate, it had a great influence upon the development and expansion of Canadian newspapers. Like other prices, that of newsprint shot upward during the War to a maximum of \$5.678 per 100 lb. for carload lots f.o.b. Canadian mills in 1921. Nineteen twenty-two recorded an abrupt fall to approximately \$3.60, and thereafter prices declined steadily, especially during the depression, to a minimum of \$1.643 in 1934, since when there has been an increase, the quotation for September, 1938, being \$2.163. In this latest period there have been various increases in the prices of Canadian newspapers but these increases appear to have had little effect upon the circulation.

The Influence of the Rising Standard of Literacy.—The effect of the more universal education of the population of Canada upon the growth of the press is difficult to appraise. The increase in the total population from 1891 to 1931 was about 115 p.c., but the increase in population over five years of age who could read and write was 170 p.c. Again, the total population increased by 180 p.c. from 1871 to 1931, but the population attending school increased by 217 p.c. in the same period.

From these figures it is evident that the increase in the number of people of an educational standard who patronize the press has been proportionately greater than the actual increase of population. Even so, the increase has not been great enough to be a very important factor in the growth of the press. One must conclude that other factors, such as improved news services, wider appeal through special features (financial, sports, social, etc., pages), and better means of distribution with the general improvement in transportation facilities, have had much more influence upon the growth of the press than the practical elimination of illiteracy among the population of Canada.

It is probable that the people of the Dominion to-day are far more 'news-conscious' and are to a greater extent habitual readers of periodicals than were their forefathers at the time of Confederation, but the press itself has been one of the leading influences in developing this more universal patronage of its services.

Present-Day Tendencies in the Newspaper Field.—The press is, from its nature, in the van of all progressive movements. It must keep pace with the times or quickly suffer the consequences, and the 'tempo' of change is now increasing so rapidly that, especially among the smaller papers and journals, competition is very keen.