

On p. 745 the influence of the *Toronto World* in changing the standards of morning journalism has been touched on. In recent times the publication of pictures to visualize a news story has been developed to a high degree of efficiency and newspaper photography has become a highly specialized art. This influence has introduced an intimate touch formerly lacking to newspaper readers. Chamberlain, Mussolini, or Hitler are so well known to the man-in-the-street to-day that he would recognize each of them in person at once.

Among the influences that to-day operate to increase the costs of publication are the recent introduction of photographic illustrations transmitted instantaneously from all parts of the world by wire, and the higher standards that have been forced on the local paper by the competition which modern highway transport has brought about. Expensively edited large city dailies can now be brought into the territory of the local paper, and though they may not cut into the circulation of the latter to any great extent, since purchasers of outside papers are not all disposed to cancel the local paper, yet they do tend to enforce a higher editorial standard on the local paper. Still another factor of expense competition makes it impossible to ignore is the success that has attended the colour-printing process as applied to newsprint. The advances made in this field were exemplified on the occasion of the Royal Tour of Canada in the excellent special editions put out by certain Toronto and Winnipeg papers.

Modern transportation agencies and the Post Office Department provide distribution machinery by which the large dailies reach well beyond the confines of their own cities and suburbs. The *Montreal Gazette* and the *Toronto Globe and Mail*, for instance, circulate within a radius of 150 to 300 miles from the centres where they are published and printing arrangements either for the regular or special editions are such that it is possible to deliver copies by carrier within this territory between 7 and 9 o'clock on the morning of the date of issue.

Aerial transportation is another factor which is rapidly growing in importance and which will have to be reckoned with in the near future. At present only experimental deliveries of papers by air-line have been carried out by leading dailies from Montreal and Toronto to Chicago, Winnipeg, and points even farther west, where their sheets have been put on sale during the afternoon of the day of issue. The cost of such transport is at present heavy and will be a factor in retarding the organization of regular scheduled deliveries, but, as history has frequently shown, from new movements such as this vast changes are apt to result. The official opening of the Trans-Canada Air Lines on Mar. 1, 1939, will expedite this movement.

Again, the influence of radio on the press has been immense and is likely to change radically the methods and ways of serving up certain classes of news items. It seems safe to assume that eventually the fields to which each vehicle is best suited will become more definitely defined; the radio can never supplant the press, but it can and will tend to supplement it in even wider measure and greater degree than it does to-day. It is mainly in regard to advertising that the competition of the radio is now being felt. Naturally, when large advertisers lay out their annual appropriations and allot a large share to radio broadcasting, it means so much less for newspapers and magazines, but the case is not so one-sided as it at first appears, for the appropriations for advertising have undoubtedly been greatly increased on account of the radio, and effective appeal through the eye as well as, and often rather than, through the ear is part of the psychology of advertising. Radio as an advertising medium has appealed to producers of nationally and internationally advertised products for the most part, and has not yet influenced other fields materially. Its effect, up to the present, has been to stimulate the quality of press layouts and colour