

objectivity, since the selection of the facts to be reported or omitted can of itself make a news report highly subjective. The plea is therefore properly made for reporting the background details of an incident, for furnishing an account that is interpretive. However, the shortcomings of the news report which such interpretation aims to correct must not be made the excuse for writing opinion disguised as fact. The worth of C. P. Scott's dictum is still unchallenged: comment is free but facts are sacred.

Modern editorials differ considerably from the editor's effusions of an earlier day. Today's journalist realizes that editorial preachments are not so effective as they once were. Life is now so complex that social, political, scientific and other matters that affect existence defy easy analysis. They do not lend themselves to old-fashioned *clarion* calls to a clear-cut course of action which the old-time editor was so fond of issuing. The editor's function is no longer to say, "Do this; do that", but rather to say, "Here are the facts and issues of the matter, as fully and dispassionately as the considerable resources of our newspaper enable us to present them; make up your own mind about this problem". Whereas the early editorial writer claimed infallibility, the modern editorial writer aims at omniscience.

#### FORMAT AND MAKE-UP

The physical appearance of the newspaper page has continued to change. An even greater departmentalization of content has proved highly convenient to the busy reader and the fewer label heads used now serve normally to mark regular features. Hanging indents, overlines, inverted pyramids and related arrangements give variety of make-up. The lengthy series of sub-heads which once followed a 'line' story head to provide a virtually complete synopsis of a news event has been replaced by a single, descriptive 'deck'. Full-width, 72-point and larger streamers have become much more common than they were in 1900, but most recently there has been a tendency to discriminate between more and less important news stories by reserving the page-width 'line' for more consequential news events. Editors today favour the inverted pyramid with its synoptic 'lead' for the news story. There is some opposition to this artificial writing arrangement but no one has been able to suggest how a chronological news account is to be adapted to the conditions of modern newspaper production, nor, for example, how such natural-order treatment is to avoid providing the *New Yorker* with even more startling examples for its "Most Fascinating Story of the Week" section.

Newspaper size has increased during the twentieth century. Journals which regularly contained 16 or 20 pages an issue now have 32, 36 or 40 pages, and for special occasions may be much larger. Several metropolitan dailies such as the *Toronto Star*, *Toronto Telegram*, *Montreal Star* and *Vancouver Sun* are regularly larger. Page width has varied over the period. Papers not of tabloid (five column) size were, at the start of the century, most commonly of seven columns. More recently these have added an extra column. Within the past five years increased production costs (particularly newsprint costs) have caused certain newspapers to make changes; for instance the *Toronto* dailies, in order to increase the amount of printed matter per page, have gone to nine columns, using narrower spaces between columns but not adopting wider pages. An incidental advantage is that an odd number of columns permits greater variety of make-up. News-organs such as the *Ottawa Citizen*, *Ottawa Journal* and *Montreal Gazette* have achieved savings by reducing page width while still retaining the eight-column format. Papers like the *Toronto Star* and *Ottawa Journal* have coupled their innovations with the use of a new body type which is more legible and in which the ink does not clog so readily. The *Ottawa Citizen's* reduction of column width from 13.5-pica columns to 11-pica columns over the years typifies a change that has taken place in many newspapers. The *Ottawa Citizen* has achieved contraction by shrinking the stereo mat rather than by shortening the linotype 'slug', so that the newspaper is still able to make use of standard-width C.P. teletypesetter material.

#### MECHANICAL INNOVATIONS

Not the least of twentieth century innovations used in the mechanical production of the newspaper has been the teletype, introduced into Canadian newspapers during the 1920's. This invention speeded up the dissemination of news, made possible the pooling