

of news-gathering facilities and the sharing of costs, and contributed to a considerable increase in the national and international content of Canada's news pages. After 1950 the teletypesetter came into general use in Canadian dailies. This machine is a device which harnesses a teletype to a linotype. On a narrow punched paper tape as well as on a typed page it feeds out stories to member papers of press associations. The tape can be fed to a teletypesetter, which operates the linotype automatically, in much the same way as a player-piano roll works the keys of a piano.

Improvements in typesetting have been matched by faster and better methods of producing newspaper pictures. Pre-1900 devices for making mats and cuts have been steadily perfected so that the pictorial content of the 1958 newspaper is much superior to that of its first-of-the-century counterpart. In addition, faster photo-engraving has been provided by the Scan-a-graver and Klischograph, first introduced in the 1950's. The Scan-a-graver is a device that 'scans' a photographic print and, with the aid of an electric eye as synchronizer, reproduces it as a plastic engraving. This process is much cheaper than more conventional methods and permits newspapers to do their own engraving, thereby eliminating the delay caused by having to send pictures out to private engravers. Many newspapers, however, still favour more conventional photo-engraving methods. Scan-a-gravers and scan-a-sizers, which reduce or enlarge the size of the original illustration, may not be bought outright but may be leased only. The Klischograph, an on-the-spot engraver quite similar in principle to the Scan-a-graver, can be purchased outright; it is probably more popular in the country weekly than in the metropolitan daily field.

Canadian Press began a telephoto service for Canadian dailies in the 1950's, allowing them to present pictures of news events very soon after they happened. Telephoto permits photographs to be transmitted by wire and reprinted thousands of miles away. World coverage for Canadian newspapers is furnished through a link-up with international press agencies. Recent advances permit daily newspapers to carry colour pictures of good quality with little time delay. An improved four-colour process achieves subtle and complex effects not previously possible and large multi-coloured advertisements have become particularly attractive. Very often daily papers which once saved their bright hues for Saturday comics and week-end supplements now liven up single pages on week-days by including illustrations in the more exotic tints and shades. Such use is still somewhat limited, however, by the costliness of the process.

COSTS AND PRICES

A sharp rise in costs to the newspaper publisher which has been particularly marked during the postwar period has been accompanied by a general rise in the price of individual copies to the reader. Newsprint has become more expensive and many journals are finding that subscription revenue does no more than pay for newsprint. Two or three years ago such papers as *Le Devoir* in Eastern Canada and the *Times*, *Colonist*, *Sun* and *Province* in British Columbia raised the price of individual copies from the five cents which had so long been a standard price, and the *Toronto Star*, *Telegram*, *Globe and Mail*, and scores of other dailies have since followed suit. Current prices range from seven to ten cents per copy. A factor contributing to price increase has been the need to make up for revenue losses resulting from a small but important drop in advertising lineage, ascribable in part to competition from television.

THE PRESS AGENCIES

Although Canada's size has so far prevented the establishment of any truly national dailies such as the *London Times* and *Manchester Guardian* for England, the journalism climate provided by enlarged newspapers, a centralized control and a considerable expansion in news coverage has been eminently suited to the growth of nation-wide news-gathering services. In one of them there has been a highly successful pooling of resources.

Canada has two major news-gathering agencies: the Canadian Press and British United Press. The Canadian Press, which had its origin in the Western Associated Press, was established in 1917 as the Canadian Press Limited and gained its more modern structure