

PART IX.—THE PRESS.

The Dominion Bureau of Statistics does not collect statistics regarding the circulation of newspapers and periodicals in Canada but a short treatment compiled from data published in *McKim's Directory of Canadian Publications* is introduced here. Industrial statistics of the printing and publishing, and of the printing and bookbinding industries will be found on p. 426, in Chapter XIV, dealing with manufactures. The press is a very important factor in carrying information to the people and in crystallizing and expressing public opinion on current questions. In any survey of methods of communication it occupies a noteworthy place.

The publications enumerated in Table 1 include a number for which no estimate of circulation is given. Such publications are therefore omitted from the compilation of circulations in Tables 2 and 3. This accounts for the difference in the number of daily, semi-weekly, and weekly publications shown in Tables 1 and 2. Comparison of the figures of Table 3 showing publications in cities of 20,000 population or over, with those for the same year of Table 2, showing publications for the whole of Canada, indicates that the daily newspapers are confined almost entirely to these larger urban communities, but that, in the field of weekly publications, while the greater part of the circulation is accounted for by the publications of these cities, by far the greatest number of weeklies are issued in smaller communities. The weekly seems to be the standard medium for local news in small towns and villages.

Since circulations in many cases are only roughly estimated, totals in the tables are given in round numbers.

1.—Number of Publications in Canada, by Frequency of Issue, 1926-36.

NOTE.—Compiled from *McKim's Directory of Canadian Publications*. Figures do not include Newfoundland.

| Year. | Daily. | Tri-Weekly. | Semi-Weekly. | Weekly. | Bi-Weekly and Semi-Monthly. | Monthly. | Bi-Monthly and Quarterly. | Miscellaneous. | Total. |
|----------|--------|-------------|--------------|---------|-----------------------------|----------|---------------------------|----------------|--------|
| 1926.... | 113 | 7 | 28 | 929 | 46 | 365 | 38 | 10 | 1,536 |
| 1927.... | 113 | 6 | 23 | 935 | 48 | 385 | 37 | 9 | 1,556 |
| 1928.... | 113 | 7 | 21 | 950 | 56 | 390 | 38 | 15 | 1,590 |
| 1929.... | 114 | 5 | 21 | 958 | 56 | 384 | 37 | 19 | 1,594 |
| 1930.... | 113 | 4 | 20 | 994 | 47 | 402 | 35 | 18 | 1,633 |
| 1931.... | 112 | 8 | 18 | 965 | 53 | 425 | 36 | 24 | 1,641 |
| 1932.... | 110 | 7 | 20 | 975 | 50 | 415 | 47 | 27 | 1,651 |
| 1933.... | 110 | 6 | 19 | 960 | 51 | 426 | 60 | 38 | 1,670 |
| 1934.... | 113 | 6 | 25 | 936 | 55 | 454 | 56 | 38 | 1,733 |
| 1935.... | 115 | 8 | 22 | 1,000 | 58 | 449 | 66 | 50 | 1,768 |
| 1936.... | 115 | 9 | 24 | 996 | 56 | 450 | 77 | 52 | 1,779 |

2.—Circulation¹ of Daily, Semi-Weekly, and Weekly Publications in Canada, 1926-36, with Details by Provinces, 1936.

NOTE.—Figures for circulation given to the nearest thousand as some publications are not exactly reported. Compiled from *McKim's Directory of Canadian Publications*.

| Year. | Daily. ² | | Semi-Weekly. ³ | | Weekly. ⁴ | |
|-----------|---------------------|--------------|---------------------------|--------------|----------------------|--------------|
| | No. | Circulation. | No. | Circulation. | No. | Circulation. |
| 1926..... | 112 | 1,943,000 | 26 | 93,000 | 822 | 2,729,000 |
| 1927..... | 112 | 2,001,000 | 26 | 93,000 | 821 | 3,008,000 |
| 1928..... | 112 | 2,087,000 | 25 | 89,000 | 816 | 3,081,000 |
| 1929..... | 116 | 2,197,000 | 24 | 84,000 | 825 | 3,264,000 |
| 1930..... | 113 | 2,212,000 | 26 | 106,000 | 858 | 3,318,000 |
| 1931..... | 111 | 2,233,000 | 26 | 102,000 | 867 | 3,445,000 |
| 1932..... | 103 | 2,115,000 | 25 | 102,000 | 883 | 3,726,000 |
| 1933..... | 106 | 2,052,000 | 24 | 91,000 | 860 | 3,349,000 |
| 1934..... | 107 | 2,147,000 | 30 | 127,000 | 867 | 3,663,000 |
| 1935..... | 109 | 2,230,000 | 28 | 113,000 | 884 | 3,929,000 |

For footnotes, see end of table, p. 738.