

As far back as 1899 advertising men with vision tried to find some remedy for the chaotic situation then existing with regard to circulation estimates, but, although several plans were tried out, they were only partially successful. It was not until the organization of a bureau embracing all forms of publishing and advertising was suggested in 1913 that the idea met with the whole-hearted response necessary to its ultimate success.

Early in 1914 the Audit Bureau of Circulations was organized to include advertisers and publishers of the North American Continent; it met with enthusiastic response in Canada. This is a co-operative non-profit organization, conducted entirely in the interests of its members, and engaged solely in the collection and verification of information on circulations which it publishes in the form of standardized reports to its members.

Several Canadian newspaper publishers took an active part in the formation of the Bureau, and among the charter members are listed: the *Calgary News-Telegram*, the *Edmonton Journal*, the *Vancouver World*, the *Halifax Herald and Mail*, the *Kitchener News Record*, the *Kingston British Whig*, the *London Free Press*, the *Stratford Herald*, and the *Moose Jaw Times*. Canadian magazines are represented by the *Canadian Monthly* (London, Ont.) and farm papers by the *Grain Growers' Guide* (Winnipeg) and *Canadian Farm* (Toronto). The first Canadian advertiser member was the Canadian Pacific Railway. Before the end of 1915 about thirty-five other papers had joined the Bureau and since then the growth in Canada has been steady. To-day, Canadian membership includes 88 newspapers, 20 magazines, 7 business papers, 13 farm papers, and 17 advertising agencies, while 19 other advertisers support the Bureau by holding advertiser memberships. The total membership of the Audit Bureau of Circulation is (December, 1938), about 2,000 members, of which number about 1,600 are publishers.

Co-operation for News-Gathering and -Distribution.*—While association between Canadian newspapers for interests connected with the business and social end of newspaper work antedates Confederation, this relationship did not include the function of news-gathering and -distribution—the most fundamental and important part of newspaper work, yet one in which co-operation was most difficult in a country of Canada's dimensions and sparse population. The extensive organization and world-wide connections required for the proper performance of this function, and the fact that the daily press alone was mainly concerned, led to the organization of separate machinery to this end.

The first step in co-operative news-gathering and -distribution in Canada did not come until 1907. Previous to that year the small town dailies and many of the larger papers had to be satisfied with news services from commercial sources, supplemented by occasional and spasmodic telegraph bulletins. Control was, up to that time, vested in the railways—the Canadian Pacific Railway, and the Great North Western Telegraph Company, an affiliate of the Grand Trunk Railway—the services provided were cheap enough but poor, and papers had to take what was served to them.

Opposition to this system first manifested itself in the West, but there was general agreement among publishers throughout the country that it was unsatisfactory. In 1907 the Western Associated Press, organized as a co-operative news-gathering association, came into being at Winnipeg. Arising from small beginnings, it gathered support in the Prairies, although it was in direct competition with the

* This section has been summarized from material supplied by J. F. B. Livezey, in 1938, before his retirement as General Manager, the Canadian Press, Toronto, and by other collaborators.