

ities. All possible subjects from literature, art, nature study, home-making, and health, to amusement columns which while away a tedious hour for both young and old, as well as personal-problem columns, are now featured. It is a truism—almost a platitude—that the success of modern constitutional government rests on an aggressive and soundly informed public opinion, but it is not so commonly recognized that without a free press—high-principled and vigorous in the best interests of the State—democracy, in many ways the most difficult form of government, would be greatly handicapped.

Section 2.—Statistics of the Press.

The Dominion Bureau of Statistics does not collect statistics regarding the circulation of newspapers and periodicals in Canada and the following tables have been compiled from data taken from *Canadian Advertising* in so far as individual papers and periodicals are concerned, viz., with regard to the statistics of Tables 1, 2 and 3, and *McKim's Directory of Canadian Publications*, with regard to the historical and summary tables, viz., Tables 4 to 7. The former publication, being issued quarterly, has an advantage in regard to the individual circulations inasmuch as statistics can be brought up to within three months from the time this section of the Year Book is printed, but the long series of *McKim's* annuals provide material for historical trends on a comparable basis.

Tables 1, 2, and 3 classify the statistics of the principal dailies, weeklies, and magazines in Canada. The publications enumerated in Table 4 include a number for which no estimate of circulation is given. Such publications are therefore omitted from the compilation of circulations in Tables 5 and 6. This accounts for the difference in the number of daily, semi-weekly, and weekly publications shown in Tables 4 and 5. Comparison of the figures of Table 6 showing publications in cities of 20,000 population or over, with those for the same year of Table 5, 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 week's seems to be the standard medium for local news in small towns and villages.

The French weekly press in particular has always been a strong influence in Quebec. The urban section centres in Montreal and a few of the larger papers like *La Patrie* *Le Petit Journal* (see Table 1), and *Le Samedi* (classed as a magazine in Table 3) are well established. The rural weekly press in this province stands close comparison with that of the rest of the country. Its evolution has been parallel to that of the English rural press, with the difference that its field has been more limited. Most of the French rural weeklies, if small as measured by circulation, are old institutions, many of them having passed the half-century mark. As in the case of the English weekly press, the development of local job printing, especially commercial advertising, has been a strong influence in the survival of many of the smaller rural weeklies.