

### 3.—Circulations<sup>1</sup> of Daily, Semi-Weekly, and Weekly Publications, in Cities of 20,000 Population or Over, 1938—concluded.

| City.              | Census of 1931.  |                | Daily. <sup>2</sup> |                  | Semi-Weekly. <sup>3</sup> |               | Weekly. <sup>4</sup> |                  |
|--------------------|------------------|----------------|---------------------|------------------|---------------------------|---------------|----------------------|------------------|
|                    | Popu-lation.     | House-holds.   | No.                 | Circulation.     | No.                       | Circulation.  | No.                  | Circulation.     |
| Westmount.....     | 24,235           | 5,454          | Nil                 | -                | Nil                       | -             | 1                    | 7,000            |
| Kingston.....      | 23,439           | 5,514          | 1                   | 11,000           | 1                         | 2,000         | 1                    | 8,000            |
| Oshawa.....        | 23,439           | 5,605          | 1                   | 3,000            | Nil                       | -             | 2                    | 12,000           |
| Sydney.....        | 23,089           | 4,494          | 1                   | 13,000           | "                         | -             | Nil                  | -                |
| Sault Ste. Marie.  | 23,082           | 4,989          | 1                   | 7,000            | "                         | -             | "                    | -                |
| Peterborough....   | 22,327           | 5,295          | 1                   | 8,000            | "                         | -             | 1                    | 7,000            |
| Moose Jaw.....     | 21,299           | 5,176          | 1                   | 4,000            | "                         | -             | 2                    | 8,000            |
| Guelph.....        | 21,075           | 5,096          | 1                   | 7,000            | "                         | -             | Nil                  | -                |
| Glace Bay.....     | 20,706           | 3,819          | 1                   | 8,000            | "                         | -             | "                    | -                |
| Moncton.....       | 20,689           | 4,201          | 2                   | 13,000           | "                         | -             | 2                    | 8,000            |
| <b>Totals.....</b> | <b>3,386,272</b> | <b>757,223</b> | <b>68</b>           | <b>2,039,000</b> | <b>14</b>                 | <b>75,000</b> | <b>181</b>           | <b>3,263,000</b> |

<sup>1</sup> For newspapers—averages for 12 months ended Sept. 30; for periodicals—averages for 6 months ended Dec. 31. <sup>2</sup> Includes the sum of morning and evening editions of the same newspaper. Also includes papers issued five times a week. <sup>3</sup> Includes papers published two, three, or four times a week. <sup>4</sup> Includes special Saturday and Sunday editions of daily papers. <sup>5</sup> Commenced operations in 1938 and, therefore, no circulation figure is given.

**Publications in the French Language.**—Such publications include a comparatively large proportion of periodicals dealing with literature, music, religion, and similar cultural subjects, and the circulations of many of these periodicals are not reported in *McKim's Directory of Canadian Publications*. Publications for which the circulations are not reported are not included in either the number or circulations given in Table 4. Since the majority of such unreported publications are likely to have fairly small circulations, the figures of the table represent a larger proportion of total circulation than of the total number of publications. Among daily newspapers, there is only one small publication unreported in each year.

### 4.—Circulations of French Language Publications in Canada, by Provinces, 1937 and 1938.

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

| Year and Province.       | Daily.    |                            | Weekly.                |                                | Semi-Monthly and Monthly. |                            | Other. <sup>1</sup>   |                            |
|--------------------------|-----------|----------------------------|------------------------|--------------------------------|---------------------------|----------------------------|-----------------------|----------------------------|
|                          | No.       | Circulation.               | No.                    | Circulation.                   | No.                       | Circulation.               | No.                   | Circulation.               |
| <b>1937.</b>             |           |                            |                        |                                |                           |                            |                       |                            |
| New Brunswick.....       | Nil       | -                          | 2                      | 7,000                          | 1                         | 3,000                      | Nil                   | -                          |
| Quebec.....              | 11        | 395,000 <sup>2</sup>       | 92 <sup>3</sup>        | 607,000 <sup>3</sup>           | 76 <sup>3</sup>           | 849,000 <sup>3</sup>       | 11 <sup>3</sup>       | 242,000 <sup>3</sup>       |
| Ontario.....             | 1         | 16,000                     | 3 <sup>3</sup>         | 5,000 <sup>3</sup>             | 5                         | 23,000                     | Nil                   | -                          |
| Manitoba.....            | Nil       | -                          | 1                      | 7,000                          | 2                         | 5,000                      | 1                     | 1,000                      |
| Saskatchewan.....        | "         | -                          | 3 <sup>3</sup>         | 10,000 <sup>3</sup>            | Nil                       | -                          | Nil                   | -                          |
| Alberta.....             | "         | -                          | 1                      | 2,000                          | "                         | -                          | "                     | -                          |
| <b>Totals, 1937.....</b> | <b>12</b> | <b>411,000<sup>2</sup></b> | <b>102<sup>3</sup></b> | <b>638,000<sup>3</sup></b>     | <b>84<sup>3</sup></b>     | <b>880,000<sup>3</sup></b> | <b>12<sup>3</sup></b> | <b>243,000<sup>3</sup></b> |
| <b>1938.</b>             |           |                            |                        |                                |                           |                            |                       |                            |
| Nova Scotia.....         | Nil       | -                          | 1 <sup>3</sup>         | 1,000 <sup>3</sup>             | Nil                       | -                          | Nil                   | -                          |
| New Brunswick.....       | "         | -                          | 3                      | 10,000                         | 1                         | 3,000                      | "                     | -                          |
| Quebec.....              | 9         | 349,000 <sup>2</sup>       | 98                     | 967,000 <sup>2,3</sup>         | 80 <sup>3</sup>           | 837,000 <sup>3</sup>       | 11                    | 231,000                    |
| Ontario.....             | 1         | 17,000                     | 3                      | 22,000                         | 5                         | 23,000 <sup>3</sup>        | 1                     | 2,000                      |
| Manitoba.....            | 1         | 7,900                      | Nil                    | -                              | 2                         | 5,000                      | 1                     | 1,000                      |
| Saskatchewan.....        | Nil       | -                          | 3 <sup>3</sup>         | 11,000 <sup>3</sup>            | Nil                       | -                          | Nil                   | -                          |
| Alberta.....             | "         | -                          | 1                      | 3,000                          | 1                         | 11,000                     | "                     | -                          |
| <b>Totals, 1938.....</b> | <b>11</b> | <b>373,000<sup>2</sup></b> | <b>109<sup>3</sup></b> | <b>1,014,000<sup>2,3</sup></b> | <b>89<sup>3</sup></b>     | <b>879,000<sup>3</sup></b> | <b>13</b>             | <b>234,500</b>             |

<sup>1</sup> Bi-monthly, quarterly, and annual. <sup>2</sup> Includes special editions for United States circulation averaging: in 1937, 11,000 daily; in 1938, 10,000 daily and 10,000 weekly. <sup>3</sup> Includes bilingual publications.