

PART IX.—THE PRESS

An article on the development of the press in Canada is given at pp. 737-758 of the 1939 Year Book.

Section 1.—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 *McKim's Directory of Canadian Publications*.

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.

The French weekly press in particular is a strong influence in Quebec. The urban section is, of course, centered in Montreal. 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.

1.—Publications in Canada, by Frequency of Issue, 1921-40

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

Year	Daily	Tri-Weekly	Semi-Weekly	Weekly	Bi-Weekly and Semi-Monthly	Monthly	Bi-Monthly and Quarterly	Miscellaneous	Total
1921....	121	9	36	990	48	297	20	4	1,525
1922....	117	10	34	1,012	43	295	22	2	1,535
1923....	110	8	30	966	48	299	20	Nil	1,481
1924....	108	9	30	968	44	328	29	9	1,525
1925....	116	6	32	940	44	353	36	11	1,538
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	986	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
1937....	114	9	25	1,000	56	450	73	60	1,787
1938....	112	9	26	995	61	463	79	59	1,804
1939....	113	8	23	998	71	459	86	66	1,824
1940....	110	6	22	973	67	457	81	73	1,789