

## 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.

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*.

A table at p. 669 of the 1942 Year Book enumerates the periodical publications in Canada by frequency of issue. In 1941 there were 107 daily, 7 tri-weekly, 24 semi-weekly, 953 weekly, 60 bi-weekly or semi-monthly, 482 monthly, 97 bi-monthly or quarterly and 81 miscellaneous publications, a total of 1,811. Only those publications for which circulation figures are available are included in Tables 1 and 2, for that reason the figures shown therein may differ from those given in the above summary. As the publication of *McKim's Directory* has been suspended for the duration of the War, no later figures are available. Comparison of the figures of Table 2 showing publications in cities of 20,000 population or over, with those for the same year of Table 1, 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, centred at 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.—Circulations<sup>1</sup> of Daily, Semi-Weekly and Weekly Publications in Canada, 1934-41, with Details by Provinces, 1941

NOTE.—Figures for circulation are given to the nearest thousand as some publications are not exactly reported. Compiled from *McKim's Directory of Canadian Publications*; only those papers for which circulation figures are there given are included. Figures for 1921-33 are given at p. 670 of the 1942 Year Book. As the publication of *McKim's Directory* has been suspended for the duration of the War, no later figures than those shown are available.

Year and Province	Daily <sup>2</sup>		Semi-Weekly <sup>3</sup>		Weekly <sup>4</sup>	
	No.	Circulation	No.	Circulation	No.	Circulation
1934.....	107	2,147,000	30	127,000	867	3,663,000
1935.....	109	2,230,000	28	113,000	884	3,929,000
1936.....	109	2,276,000	32	139,000	875	4,065,000
1937.....	110	2,357,000	34	127,000	898	3,916,000
1938.....	103	2,196,000	35	140,000	909	4,234,000
1939.....	103	2,218,000 <sup>5</sup>	30	122,000	900	4,686,000
1940.....	103	2,341,000 <sup>5</sup>	28 <sup>5</sup>	101,000 <sup>5</sup>	888 <sup>5</sup>	4,746,000 <sup>5</sup>
<b>1941</b>						
Prince Edward Island.....	2	11,355	1	4,500	3	16,000
Nova Scotia.....	9	129,189	2	5,250	36	68,022
New Brunswick.....	5	60,853	3	4,969	21	47,677
Quebec.....	17	586,584	Nil	-	133	1,546,451

For footnotes, see end of table, p. 659.