

PART IX.—THE PRESS

Statistics of the press as published in the Year Book have in the past been compiled from *McKim's Directory* and the tables were presented on a basis of circulation of the various types of publication by provinces down to the year 1941 and for both English-language and French-language sections of the press. *McKim's Directory* was suspended during the War and there appears to be no prospect of its reappearance in the near future. Under these circumstances, it has been decided to begin a new series of these statistics in the Year Book based on *Canadian Advertising*. Since these data are not comparable to the former series the continuity is definitely broken and it has been decided to begin the new series with the years 1945 and 1946. As opportunity permits, the figures will be worked back to 1939 in order to give better background to the data.

Full details of the circulation have not been available in all cases, however, but it is felt that a fair average of Canadian publication statistics is given in the following material.

Daily Newspapers.—Three types of daily newspapers are published in Canada, English-language, French-language and foreign-language newspapers. The number of these papers has remained about the same in 1946 as in 1945, but Table 1 shows an increase in circulation in the later year.

French daily newspapers have, as would be expected, a wide circulation in the Province of Quebec and some of the larger of these papers have been established in the Province for over 60 years. Ten of the 11 French-language papers are published in this Province, the other being in the adjoining Province of Ontario. Over 93 p.c. of the total circulation of the English and French dailies is in the urban centres of 20,000 population or over.

Weekly Newspapers.*—The weekly newspapers have a somewhat wider circulation; only 61 p.c. of the stated circulation of weekly English-language newspapers is in cities of 20,000 population or over and about 77 p.c. of the French-language weeklies.

Canada is well served by foreign-language weekly newspapers. In 1946, these newspapers had a stated circulation of 190,500 copies among which Ukrainian papers had a circulation of 64,937 copies, German 32,165, Yiddish 28,262 and Polish 15,157 copies.

Other Publications and Periodicals.—Tables 6 and 7 give the number of publications other than newspapers published in Canada. Monthly and weekly magazines and periodicals enjoy the largest circulation while those dealing with agricultural and rural topics, general magazines, dealing with household, social, fiction, etc., and religious and education papers are the most popular types.

* Including a very few semi- and tri-weekly newspapers.