

In regard to weekly newspapers it is difficult to obtain reliable circulation figures from many of the weekly publishers who do not subscribe to the Audit Bureau. In these cases, therefore, total circulation (paid and free) has been taken where such figures are supported by sworn statements or some other reliable record.

In the case of the weekly newspapers, however, the term "Controlled Distribution" is frequently met with in their reports. Exactly what this term means is doubtful. In some cases "Controlled Distribution" is probably legitimately subscribed and paid for, whereas in others the term may vaguely cover free distribution with various degrees of control.

It is considered to be unwise, therefore, to combine all such circulation figures. Yet, since "Controlled Distribution" cannot be ignored, papers so reporting are shown separately in Table 5.

As regards magazine circulation, the total net paid figures, as reported by publishers to the Audit Bureau (including bulk sales) have been used. In the relatively few cases where such figures were not available, minimum publishers' claims or sworn statements have been accepted.

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 from 1938 to 1947. Tables 1 and 2 show the increasing circulation during this period.

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 (exclusive of the 'Controlled' circulation given in Table 5), is in cities of 20,000 population or over and about 80 p.c. of the French-language weeklies.

Canada is well served by foreign-language weekly newspapers. In 1947, these newspapers had a stated circulation of 196,930 copies among which Ukrainian papers had a circulation of 65,791 copies, German 36,070, Yiddish 28,262 and Polish 15,566 copies.

Other Publications and Periodicals.—Table 7 gives the number of publications, other than newspapers, published in Canada. Monthly and weekly magazines and periodicals enjoy the largest circulation while those dealing with home, social and welfare, and agricultural and rural topics, religious, trade, industry and related publications are the most popular types.

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