

PART V.—THE PRESS

The Canadian Press.—The Canadian Press is the co-operative news-gathering association through which the daily newspapers receive basic world and Canadian (other than local) news reports.

The Canadian news is essentially an exchange between regions, provided by the member papers, edited by CP staffs, transmitted over CP wires and supplemented by direct CP staff reporting, particularly at Ottawa where Parliament is covered directly by CP men for the association's 92 members. World news is obtained from Reuters and the Associated Press, supplemented by a bureau at London, England, and by another at New York, U.S.A., where Canadian editors route AP, Reuters and CP copy into Canada.

Press Statistics.—The following tables are based on data estimated from *Canadian Advertising*. One serious difficulty has been encountered in connection with the compilation of circulation figures. Reliable circulation figures are relatively easy to obtain for daily newspapers because, in their own best interest, such papers qualify for and subscribe to the Audit Bureau of Circulation requirements: for these, A.B.C. 'net paid' figures were used. However, it is difficult to obtain reliable circulation figures for many weekly newspapers that do not subscribe to the Audit Bureau. Here total circulation (paid and free) was taken where such figures were supported by sworn statements or some other reliable record.

In compiling magazine circulation, total net paid figures, as reported by publishers to the Audit Bureau (including bulk sales), were used. Where such figures were not available—and this was rare—publishers' minimum claims or sworn statements were accepted.

Daily Newspapers.—Daily newspapers are published in Canada in three main language groups: English, French, and foreign. French daily newspapers have, as would be expected, a wide circulation in the Province of Quebec and some of the largest of these papers have been established in that Province for over 60 years. Eleven of the 13 French-language newspapers published in 1953 were established in Quebec Province; and one each in the Provinces of Ontario and New Brunswick.

Many of the daily newspapers extend their influence over the rural areas surrounding the cities where they are published. In this respect, they supplement the weekly newspapers which feature essentially local news and serve the smaller cities, towns and rural areas only.

The larger metropolitan dailies, especially those of Montreal, Que., and Toronto, Ont., have built up considerable circulation in areas outside their own cities. This is especially true since rapid freight transport by highway and latterly by air has become more common. Moreover, because they command exclusive feature services that the dailies of the smaller cities cannot afford, they are thus placed in an advantageous position in competition with the local dailies.

Weekly Newspapers.*—Weekly newspapers circulate within relatively restricted areas around their publication centres. They cater to a limited local interest but, within the areas they serve, exercise an important influence. Canada is well served by foreign-language weekly newspapers; in 1953, these had a stated circulation of 271,831 copies, among which Ukrainian language papers had a circulation of 67,251 copies, German 38,484, Yiddish 28,465, and Polish 24,690 copies.

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