

## PART V.—THE PRESS

About 97 daily newspapers, counting morning and evening editions separately, are published in Canada, with an aggregate reported circulation of nearly 3,800,000—about 83 p.c. in English and the remainder in French. Ten of the papers enjoying circulations in excess of 100,000 account for more than half of the circulation and well over 90 p.c. of all newspaper circulation is in urban centres. 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 1954 were established in Quebec Province, and one each in the Provinces of Ontario and New Brunswick.

Weekly or monthly publications include a considerable variety of foreign language publications including Ukrainian, German, Yiddish, Polish, etc. Weekly newspapers serve more people in rural communities than do the dailies. They cater to a limited local interest but, within the areas they serve, exercise an important influence.

The Canadian Press, a co-operative organization owned and operated by Canada's daily newspapers, provides its 95 members with world and Canadian news and news photographs, mostly by means of teletype and wirephoto transmission. It also serves weekly newspapers and radio and television stations. It is in effect a partnership through which each member newspaper provides to its fellow members the news of its particular area and through which the general news of the world is brought to Canada. Cost of editing and transmission is divided among members according to the population of the cities in which they publish. CP gets world news from Reuters, the British agency, and from the Associated Press, the United States co-operative, and these agencies have reciprocal arrangements with CP for their coverage of Canada.

The British United Press, privately owned and affiliated with the United Press, with twelve bureaux, also provides a service of Canadian and world news, news photographs and related features for Canadian newspapers, radio and television stations. There are as well special news services operated by affiliated newspapers and individual newspapers. Several foreign news agencies have representatives in Canada to supply and interpret news of Canadian origin, as have several of the leading United Kingdom and United States newspapers. Most of the latter are located at Ottawa.

**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.