

number of newspapers are such special-interest offerings as the *Canadian Register*, such provincial-appeal papers as the *Newfoundland Sunday Herald*, and such non-family tabloids as *Flash* and *Allo Police*. The most successful week-end newspapers are *Weekend*, a tabloid-size insert which, in addition to being issued separately as the *Standard*, appeared in the Saturday edition of 27 Canadian dailies in early 1958, and the *Star Weekly* which has news-stand, supermarket and mail distribution. On Mar. 31, 1957, the three-month average circulation of *Weekend* was reported to be 1,491,000 and the *Star Weekly* had a circulation of 946,000. The *Weekly Globe and Mail* has about a quarter of a million buyers. The *Hebdo-Revue* is a French-language supplement inserted in several Canadian newspapers; it has also provided a magazine section for one United States French-language newspaper, *L'Action*, of Manchester, N.H. Publications described as week-end newspapers, because of their pictorial and feature-article content, resemble magazines more closely than they do daily and weekly newspapers. No week-end newspapers are published on Sundays, although the daily, the *Victoria Colonist*, has a Sunday morning instead of a Monday morning edition. In 1957 the *Toronto Telegram* began to publish a week-end paper on Sundays but discontinued it after a few months.

FARM PRESS

There are about 60 newspapers and magazines in English and French to serve Canada's large farm population. Many of these have enjoyed a longevity unknown to publications with a less sustained and widespread appeal. Among the most prominent (together with founding dates) are the following: *Family Herald* (1870); *Farm and Ranch Review* (1905); *Farmer's Advocate and Canadian Countryman* (1866); *Farmer's Magazine* (1909); *The Country Guide* (1882); *Free Press Weekly Prairie Farmer* (1872); *The Western Producer* (1923); *Le Bulletin des Agriculteurs* (1918); *La Ferme* (1939); *La Terre de Chez Nous* (1929).

SPECIAL-INTEREST PAPERS

In addition to the above-mentioned publications and to magazines, there are published in Canada a number of papers serving other special interests. About a dozen labour papers claim circulation of approximately a quarter of a million copies, the largest being *Le Travail* (1925), *The B. C. Lumber Worker*, *Canadian Transport* (1908), and *The Guardian* (1952). *Canadian Advertising* lists five political publications, which together have about 50,000 subscribers. *The C.C.F. News* (1936), *C.C.F. News (Ontario)*, *The Conservative Clarion* (1956), *The Commonwealth*, and *Canadian Tribune*. Thirty-one religious publications claim about a million subscribers, the circulation leaders being *Les Annales de Notre-Dame du Cap* (1892), *The United Church Observer* (1829), *The Presbyterian Record* (1876), *Messenger Canadien* (1892), *The Missionary Monthly* (1926), *The Living Message* (1922), and *The Canadian Baptist* (1854).

MAGAZINES

There has recently grown up in Canada a flourishing magazine press; in 1958 the combined circulation of the nation's magazines exceeded 11,000,000. Associations concerned with magazine production include the Canadian Industrial Editors' Association and Periodical Press Association with its affiliates, the Agricultural Press Association of Canada, Business Newspapers' Association of Canada, Magazine Publishers' Association of Canada and Magazine Advertising Bureau of Canada.

Consumer or Popular Magazines.—The existence of the Canadian-produced consumer or popular magazine is often precarious. Many publishing difficulties come from the omnipresent competition from the United States because American consumer or popular publications appeal to the readers in Canada just as strongly as they do to American subscribers. A common language, a similarity of customs and tastes and a tariff-free border so far as publications are concerned make impossible the kind of protection that other nations enjoy. The result is that, as the Periodical Press Association pointed out to the Massey Commission,* "Canada is the only country of any size in the world

* Vincent Massey et al, Report: *Royal Commission on National Development in the Arts, Letters and Sciences*, Queen's Printer, Ottawa, 1951, p. 64.