

income tax forms and Public Service employment application forms, and displaying government posters.

Post offices are established wherever the population warrants. Those in rural areas and small urban centres transact all the functions of a city office. In larger urban areas, postal stations have full functions similar to the main post office, including general delivery service, lock-box delivery and letter-carrier delivery. Canada's larger post offices are complex semi-automated plants with conveyors and chutes, parcel and bag sorting machines, wrapomatic parcel sealing machines, photo-electric counters, intercom systems and observation gallery telephone systems. Outside the post office building there are mail-mobiles, automatic stamp-vending machines and curbside mail boxes.

The operating service of the Post Office Department is organized into four regions, each headed by a general manager reporting directly to the Deputy Postmaster General. The regions are further divided into districts, each headed by a district director. The operating and support functions required in the provision of postal service to the public are the responsibility of the local postmasters who receive technical and administrative assistance from district and regional offices at strategic points.

Postal service is provided throughout Canada. Canada's airmail system utilizes most transcontinental flights, supported by many branch and connecting lines, and links up with United States domestic and other international airmail systems. First-class domestic mail is carried by air between Canadian points whenever this would expedite delivery. Air stage routes provide an all-class mail service to many northern areas which can be served only by air. There are over 46,000 miles of airmail and air stage routes.

The Assured Mail Program guaranteeing next-delivery-day service of first-class letters if mailed early in the day, launched in Toronto in 1971, was extended to all major Canadian cities in 1972. By 1974 the country will be completely coded with postal coding machines operating in major centres; coding machinery is already in operation at the main Ottawa postal station.

At March 31, 1972, there were 8,564 post offices in operation; letter-carrier delivery was being provided in 254 urban areas and 5,093 private contractors were delivering mail to 798,727 rural and suburban households. In 1972, 504 city mail services transported mail between post offices and postal stations, collected mail from street letter boxes and delivered parcel post, and 439 side services transported mail between post offices and railway stations, wharves and airports. Intercity transportation of mail by highway motor vehicle was conducted by 659 major services, complemented by 846 feeder or stage services operating to and from smaller centres. Although many of the highway services have replaced rail for the transportation of mail, rail remained the principal mode for long distance movements of other than first-class matter.

Revenue and expenditure of the Post Office Department for the year ended March 31, 1972 were \$504.2 million and \$581.2 million, respectively; gross revenue receipts are received mainly from postage, either in the form of postage stamps and stamped stationery, postage meter and postage register machine impressions, or in cash. During the year, 43.8 million money orders were issued having a value of \$1,011 million, of which \$983.1 million was payable in Canada and \$27.8 million in other countries. The value of money orders issued in other countries and payable in Canada was \$8.7 million.

## 16.5 The press

Daily newspapers published in Canada in 1972 numbered 119, counting morning and evening editions separately. Combined circulation was about 4.7 million — 82% in English and 18% in French (Table 16.8). Publishers' surveys show that each newspaper is read by an average of three persons.

Daily newspaper advertising revenue in 1971 was \$327.9 million and circulation revenue was \$120.3 million. By comparison, advertising revenue of 341 private radio stations in Canada in 1971 was \$122.7 million and of 64 private television stations \$104.6 million. In 1972, there were 14 daily newspapers with a circulation in excess of 100,000, accounting for 55% of total circulation. There were 12 dailies published in the French language, ten of them located in Quebec. Although the circulation of daily newspapers blankets the more populous areas well beyond publishing points, smaller cities and towns and rural areas are also served by 825 weekly newspapers catering to local interests and exercising important local influence. The