

\$145 million, of which \$22 million was attributable to exports. Within the framework of the cultural statistics program of Statistics Canada, considerable information has been gathered from which the following highlights have been extracted.

For analytical purposes, publishing has been divided into three commercial categories: school textbooks, commercial books, and multi-volume reference books. In the first category, 646 new titles were issued and 1,387 others were reprinted. Sales of new titles reached some 1.5 million copies and those of reprints reached 10 million. Of all textbooks published in Canada, some are adaptations of books from other countries, others are translations and a third group is Canadian in origin. English-language textbooks make up 85% of the 412 adaptations and these account for 40% of sales. French-language textbooks represent 109 of the 117 translations and account for over 25% of all copies of French texts sold by Canadian publishers. In addition, 60 adaptations are included in the French-language textbook group.

In the commercial book category, publishers reported sales of some 90 million copies. Nearly 72.4 million was among the 1,110 mass circulation paperback titles including nearly 71.4 million copies in English and 980,000 copies in French. Commercial books made up nearly 80% of all titles published in 1974 but less than 40% of the reprints.

Without distinction as to category, the number of copies sold by title of books published in 1974 could be broken down by subject matter as follows: literature, 47,800 copies; general, 19,000; recreation and hobbies, 7,400; philosophy and psychology, 6,500; geography and travel, 5,700 and household science, 5,000. Of 18 remaining topics, each title sold fewer than 5,000 copies on the average, with educational science in last place (except for military arts and national defence, which was represented by a single title) with an average sale of 825 copies for each of the 76 titles issued.

Though more books are imported than produced in Canada, production is substantial, particularly in the realm of paperbacks. It is noteworthy that new or reprint titles are issued in considerable numbers covering almost all fields. On the average, Canadian books are sold at the rate of 3,000 copies per title in the year of publication. Tables 7.13 and 7.14 give further details on book publishing in Canada in 1974.

Sources

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- 7.7 Education, Science and Culture Division, Institutional and Public Finance Statistics Branch, Statistics Canada.
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- 7.9.1 Information Services, The Canada Council.
- 7.9.2 Communications Department, National Arts Centre.
- 7.9.3 Newfoundland Information Service, Nova Scotia Department of Recreation, New Brunswick Information Service, *Annuaire du Québec*, Ontario Ministry of Culture and Recreation, The Manitoba Arts Council, Saskatchewan Arts Board, Alberta Culture, Deputy Provincial Secretary of British Columbia.
- 7.10.1 Information and Promotion Division, National Film Board.
- 7.10.2 Canadian Film Development Corporation.
- 7.11.1 Office of the Dominion Archivist, Public Archives of Canada.
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