

wrapomatic parcel sealing machines, photo-electric counters and intercom systems. Outside some of the regular post office buildings there are stamp-vending machines and curbside mail boxes.

The operating service of the Post Office Department is organized into four regions which are divided into districts. The operating and support functions required to provide postal service to the public are the responsibility of local postmasters who receive technical and administrative assistance from district and regional offices at strategic points.

Postal service is provided throughout Canada. The country'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 expedites 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 (74 030 km) 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 late 1973 the country was completely coded with postal coding machines operating in the main Ottawa postal station. By January 1975, coding machinery was in operation in six other Canadian centres, Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Toronto.

The gradual movement of Canadians from rural to urban areas was responded to by the Post Office through expanded and improved customer service, and by the end of the fiscal year 1975-76 there were 8,506 postal facilities in operation in Canada. With the growth in urban density, letter-carrier service grew to provide more convenient service to city dwellers. By the end of March 1976, an additional 272,085 new points of call were added to the 5,236,843 already being served through 12,480 full and 469 partial letter-carrier routes from 279 post offices. Rural and suburban services were reduced slightly owing to the lessened demand. The number of rural routes decreased by 14 to 4,942 and suburban service reduced by one to 44.

Revenue and expenditure of the Post Office Department for the year ended March 31, 1976 were \$568 million and \$768.3 million, respectively; gross revenue receipts were 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 34 million money orders were issued having a value of \$1,089 million.

## The press

16.4

Daily newspapers published in Canada in 1976 numbered 117, counting morning and evening editions separately. Combined circulation was about 5 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 net revenue in 1974 was \$483.0 million and circulation revenue was \$120.3 million. In 1975, there were 17 daily newspapers with a circulation in excess of 100,000, accounting for 61% of total circulation. There were 13 dailies published in the French language, 11 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 Canadian society is also enriched by 247 newspapers and periodicals published in Canada by ethno-cultural groups.

About 30% of Canada's daily newspapers are privately owned or independent. There are three major newspaper chains in the country, Southam Press Ltd. (14 dailies), Thomson Newspapers Ltd. (34 dailies) and FP Publications Ltd. (nine dailies). Both Southam and Thomson Newspapers are publicly owned