

5.—Money-Order Statistics, by Provinces, and Total Postal Notes, Years Ended Mar. 31, 1945-49—concluded

Item and Province	1945	1946	1947	1948	1949
	No.	No.	No.	No.	No.
Money Orders Paid in—					
Prince Edward Island.....	74,787	75,530	84,645	92,920	93,619
Nova Scotia.....	1,103,218	1,103,849	1,237,002	1,473,275	1,531,345
New Brunswick.....	1,103,460	1,306,305	1,332,115	1,587,488	1,671,981
Quebec.....	3,400,610	3,618,392	4,201,132	4,728,245	5,003,893
Ontario.....	6,527,068	6,927,770	7,866,535	8,761,204	9,575,107
Manitoba.....	3,460,394	3,692,263	4,033,298	4,318,264	4,431,150
Saskatchewan.....	2,390,083	2,442,250	2,833,207	2,923,866	2,318,397
Alberta.....	1,069,728	1,095,306	1,217,371	1,304,699	1,334,668
British Columbia.....	1,341,388	1,428,945	1,618,987	1,910,293	2,045,231
Yukon.....	4,484	3,659	3,644	4,443	4,719
Totals.....	20,480,220	21,694,269	24,482,936	27,104,697	28,510,110
	\$	\$	\$	\$	\$
Value of Money Orders Paid in—					
Prince Edward Island.....	1,230,365	1,201,480	1,311,873	1,429,711	1,489,373
Nova Scotia.....	14,873,539	15,012,999	16,351,247	18,307,587	20,725,814
New Brunswick.....	13,198,115	15,511,658	17,073,577	18,029,190	20,378,862
Quebec.....	45,558,238	49,464,662	57,271,560	66,846,378	75,409,630
Ontario.....	82,783,810	85,445,872	95,128,575	108,809,663	127,976,603
Manitoba.....	46,285,830	46,728,702	50,828,039	55,088,801	63,386,122
Saskatchewan.....	37,445,812	36,838,841	41,943,858	44,017,374	45,595,118
Alberta.....	20,822,987	20,480,915	22,880,059	25,061,187	27,307,285
British Columbia.....	22,536,366	22,928,481	25,421,174	30,211,455	35,040,497
Yukon.....	110,905	97,544	93,069	119,520	128,038
Totals.....	284,845,967	293,711,154	328,303,131	367,920,866	417,437,342
Postal Notes—					
Total notes paid.....No.	10,852,629	9,940,481	8,335,143	7,742,159	8,828,556
Total value, including postal note scrip.....\$	27,381,373	26,840,747	22,324,040	19,530,959	29,778,447

PART IX.—THE PRESS

The tables of this Part are based on data obtained from *Canadian Advertising*. One serious difficulty has been encountered in connection with the compilation of circulation figures. In the case of daily newspapers, reliable circulation figures are relatively easy to obtain since, in their own best interest, such papers qualify for and subscribe to the Audit Bureau of Circulation requirements. In such cases A.B.C. 'net paid' figures were used. However, it is difficult to obtain reliable circulation figures for many weekly newspapers which do not subscribe to the Audit Bureau. In these cases, total circulation (paid and free) was taken where such figures were supported by sworn statements or some other reliable record.

The term "Controlled Distribution" is frequently met with in weekly newspaper reports. Exactly what this term means is doubtful. In some cases controlled distribution is probably legitimately subscribed and paid for, whereas in others the term may cover free distribution with various degrees of control. It is considered unwise, therefore, to combine all such circulation figures. Yet, since controlled distribution cannot be ignored, papers so reporting are shown separately in Table 5.

In compiling magazine circulation, total net paid figures, as reported by publishers to the Audit Bureau (including bulk sales), were used. In the relatively few cases where such figures were not available, minimum publishers' claims or sworn statements were accepted.