

Two recent developments in connection with CP news reporting are noteworthy:—

(1) *Service in French*.—Since September 1951, CP has been serving French-language members in the French language. A bilingual staff at Montreal translates, minute-by-minute, in-coming world and Canadian news and relays it over teletypes (equipped with accents) to members at Chicoutimi, Quebec, Three Rivers, Granby, Sherbrooke and Montreal, Que., and Ottawa, Ont.—11 in all. A twelfth French-language member, at Moncton, N.B., is to be added in 1954.

(2) *Teletypesetter*.—Early in 1952, CP began transmitting to some of its members by teletypesetter. Under this system, news sent from a central point may be automatically cast into type simultaneously at several points through use of coded tape produced at the receiving end by the sending operation. The copy also appears on the teletypes in typewritten form.

By late 1953, CP's news report was being made available to 69 of its 92 members by transmission methods making possible this automatic type-setting facility. Of these, 51 were setting their type from teletypesetter tape; the others continuing to set manually from the teletype copy.

Press Statistics.—The following tables 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 that 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.

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, publishers' minimum claims or sworn statements were accepted.

Daily Newspapers.—Daily newspapers are published in Canada in three main language groups: English, French and foreign. French daily newspapers have, as would be expected, a wide circulation in the Province of Quebec and some of the largest of these papers have been established in that Province for over 60 years. Ten of the 12 French-language newspapers published in 1952 were established in Quebec Province; the other two were in the Provinces of Ontario and New Brunswick.

Many of the daily newspapers extend their influence over the rural areas surrounding the cities where they are published. In this respect, they supplement the weekly newspapers which feature essentially local news and serve the smaller cities, towns and rural areas only.

The larger metropolitan dailies, especially those of Montreal, Que., and Toronto, Ont., have built up considerable circulation in areas outside their own cities. This is especially true since rapid freight transport by highway and latterly by air has become more common. For instance, Montreal and Toronto morning papers (printed late the previous evening) are now transported to Ottawa and delivered in the morning in competition with the local morning papers. Since these large metropolitan dailies command exclusive feature services that the dailies of the smaller cities cannot afford, they are thus placed in an advantageous position in competition with the local dailies.