

are divided into districts, each headed by a district director. 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 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 March 31, 1975, coding machinery will be in operation in six other Canadian centres, Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Toronto.

At March 31, 1973 there were 8,684 post offices in operation; letter-carrier delivery was being provided in 254 urban areas and 5,093 private contractors were delivering mail to 826,732 rural and suburban households. In 1973, 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 truck 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, 1973 were \$563.1 million and \$654 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 41.4 million money orders were issued having a value of \$1,034 million, of which \$1,001.2 million was payable in Canada and \$32.9 million in other countries. The value of money orders issued in other countries and payable in Canada was \$8.9 million.

16.4 The press

Daily newspapers published in Canada in 1973 numbered 114, counting morning and evening editions separately. Combined circulation was about 4.8 million — 83% in English and 17% in French (Table 16.8). Publishers' surveys show that each newspaper is read by an average of three persons.

Daily newspaper advertising revenue in 1972 was \$374.5 million and circulation revenue was \$120.3 million. By comparison, advertising revenue of 343 private radio stations in Canada in 1972 was \$142.3 million and of 56 private television stations \$120.7 million. In 1973, there were 15 daily newspapers with a circulation in excess of 100,000, accounting for 57% 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 90 foreign-language daily or weekly newspapers published in 27 languages, often sprinkled with English.

About 37% of Canada's daily newspapers are privately owned or independent. There are three major newspaper chains in the country, owned by Southam Press Ltd. (13 dailies), Thomson Newspapers Ltd. (34 dailies) and FP Publications Ltd. (nine dailies). Both Southam and Thomson Newspapers are publicly owned companies with shares traded on Canadian stock exchanges. Papers in the Thomson chain are concentrated in the smaller cities. Southam accounts for about 20% of total daily circulation, Thomson for 10% and FP for about 22%.

In addition to their own news-gathering staffs and facilities, Canadian newspapers subscribe to a number of syndicated agencies and wire services, the largest being The Canadian Press which is a co-operative agency owned and operated by Canadian dailies. Largely by teletype and wirephoto transmission, it provides its 110 member newspapers with world and