

French business periodicals with a total circulation of 516,000; and 21 annuals with an estimated circulation of 289,749. Maclean-Hunter also publishes ten trade periodicals in Britain, five in the U.S., and several in France, Germany and Italy. In the broadcasting field, the company owns CFCN-TV in Calgary and its satellites, including CFCN-TV in Lethbridge. It also owns or controls the following radio stations: CFCN-AM, Calgary; CFCO-AM Chatham; CHYM-AM, Kitchener; CKEY-AM in Toronto; and CFOR-AM in Orillia. Finally, its cable TV holdings include controlling interests in cable operations serving seventeen Ontario communities.

THE McCONNELL FAMILY

The estate of the late J. W. McConnell is locked into a number of trusts that are voted at the direction of his two children, J. G. McConnell and Mrs. P. M. Laing. The estate's corporate cornerstone is Commercial Trust Company Limited, 88 per cent of whose shares are held by Montreal Trust Company as part of a voting trust agreement under which the shares are voted at the direction of Mr. McConnell and Mrs. Laing. Commercial Trust, in turn, holds virtually all the shares in the Montreal Star (1968) Limited and Montreal Standard Publishing Company Limited as a trustee for Starlaw Investments Ltd., the beneficial owner. Starlaw is owned by SLSR Holdings Limited (formerly St. Lawrence Sugar Refineries Limited), and by another corporate entity called The Montreal Star Holdings Limited (formerly The Montreal Star Company). Finally, Commercial Trust, as trustee for Mr. McConnell and Mrs. Laing, owns virtually all the shares of SLSR Holdings Limited and Montreal Star Holdings Limited, the two firms that control Starlaw Investments Limited.

The Montreal Star (1968) Limited publishes the *Montreal Star* (circulation 195,696). The Montreal Standard Publishing Company has a controlling interest in *Weekend Magazine* (and prints it as well) and a 24.7 per cent interest in Perspectives Inc., which publishes *Perspectives* and *Perspectives-Dimanche*. *Weekend Magazine* is distributed as a supplement in 39 English-language dailies with a total circulation of 1,805,839. *Perspectives* is distributed as a weekly supplement in six Quebec dailies whose total circulation is 828,430. *Perspectives-Dimanche* is distributed as part of *Dimanche-Matin*, a French-language tabloid with a circulation of about 290,000. *Weekend's* most direct competitor is *Canadian Magazine*, *Canadian Homes* and the *Canadian Star Weekly*. The latter is sold on newsstands, but the *Canadian* and *Canadian Homes* are distributed as supplements in other English-language dailies. All three are owned by Southstar Publishers Limited which is jointly owned by Southam Press Limited and Toronto Star Limited. Despite their editorial rivalry, the competitors co-operate. Montreal Standard prints the Southstar magazines as well as *Weekend* and *Perspectives*, and Southstar and Montreal Standard jointly own a company called Magna Media Limited, which sells advertising for Southstar.