

To illustrate our point, regarding the relative importance of the rural community in a Dominion election, we have attached a list of 54 constituencies that come very close to being 100% urban. They include 3,333,945 population, or 32.1% of the total for all Canada, yet they account for only 22.4% of the seats in the House of Commons.

We attach a list, picked at random, of 54 constituencies that may be regarded as predominantly rural. While they include a population of only 1,402,770, or 13.5% of the total for all Canada, they also account for 22.4% of the seats in the House of Commons.

A seat is a seat, no matter if there be 140,940 population involved, as in the case of St. Denis, Montreal, or only 17,570 as in the case of South Perth. We are not attempting to set down any absolute comparison, but, everything considered, it seems pretty clear that the rural voter assumes an importance at least one and a half times as great as that of the urban voter in the winning of Dominion elections.

Considering the admitted inadequacy of newspapers and radio in connection with the rural communities, good strategy in your publicity plans indicates the agricultural press as being probably your key media in the forthcoming election. The rural vote is the determining factor to be reckoned with. Any analysis you choose to apply will prove that these rural publications offer the one adequate means available for reaching and influencing that vote.

As these rural publications are published weekly, semi-monthly or monthly, we would urge early action in providing for their use by your party. We would suggest that such provision be the first step in your plan of publicity.

We are attaching maps showing the distribution of the circulations of this group of rural publications by provinces, and also a tabulation by counties in the East and census divisions in the West. The circulations of these publications are all certified, and the figures given are not paid. A careful check will indicate what a thorough job they can do for your party in its publicity--in every section of the rural community from coast to coast.

The place of agricultural magazines in the interest of rural people is traditional--and positive. They represent the only way--and at low cost--in which you can reach the rural communities with absolute certainty as to coverage and effect.

May we again urge the importance of this suggestion, and that it receive your early consideration.

Very truly yours,

THE AGRICULTURAL PRESS ASSOCIATION OF CANADA.

*J. M. Coey*  
Secretary.

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