



Agricultural Press Association of Canada

137 WELLINGTON STREET WEST
TORONTO, ONTARIO

June 8-35.

Right Hon. R. B. Bennett,
Prime Minister,
Parliament Buildings,
OTTAWA, Ont.

Honourable and Dear Sir:

**The 46.3% Rural Population
in Canada Controls Fully 60%
of Seats in House of Commons.**

We have a suggestion to make regarding the publicity plans
of the Conservative Party in connection with the forthcoming general
election.

We believe you will greatly simplify your problem and
greatly strengthen your plan, if you set up the urban and rural areas of
Canada as distinct communities for publicity purposes.

The distinctly urban communities can be thoroughly and
effectively covered with newspapers and radio.

In the rural community newspapers and radio are totally
inadequate for the job that requires to be done. Only 20% of farm homes
have a radio receiving set of any kind (see census figures), and analysis
of newspaper circulations will indicate that they fall far short of
effective coverage.

46.3% of all the homes in Canada are rural homes, repre-
senting 46.3% of the total population. There is only one way in which these
homes can be reached, with maximum effect and economy, and that is through
the agricultural press. The seven rural publications which make up this
association, provide good coverage of the rural community in every province
from coast to coast. They naturally enjoy "preferred reception" in rural
homes, their combined circulations are ample for a thorough job, and their
cost is reasonable.

While it is not possible to prove the point, we nevertheless
believe that it is a fair conclusion the 46.3% rural population in Canada
controls fully 60% of the seats in the House of Commons. This gives the
rural community an importance in your publicity plans out of all proportion
to the numbers of its voters. It also emphasizes the great necessity for
giving these rural publications a place of special prominence in your employ-
ment of media.

MEMBERS OF THE AGRICULTURAL PRESS ASSOCIATION OF CANADA

CANADIAN COUNTRYMAN

THE FARMER

JOURNAL OF AGRICULTURE

NOR-WEST FARMER

COUNTRY GUIDE

THE FARMER'S ADVOCATE

MARITIME FARMER

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