

be proud; for physically, socially and intellectually, as well as vocally, William Heughan is (in the best sense of the words) a Prince and "Prime Minister" of and to the people—risen from the people's ranks by virtue of hard work, natural gifts, ver-

satility of powers, and the cultivation of a genial manly personality.

"The rank is but the guinea's stamp.
The **man's** the gowd (gold) for a
that!"

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Incidentally, perhaps the experience with Mr. Heughan and party will make Vancouver and Western Canadian citizens more alert regarding any touring artistes with the management of whose entertainments Miss Lily Laverock is associated.

A Canadian Magazine Publisher's Problem

In the midst of the make-up of an issue featuring Kiwanis, the editor has been given information which, together with other conditions at this time, seems to warrant our publishing a few facts about the problem of magazine production.

The problem arises partly as the result of the proximity of our province to the United States, and the present conditions of free import of periodicals of all kinds into Canada, and the fact that publishers in the U. S., producing for a population of about 120 millions, can supply copies, singly and at yearly rates, with which Canada, with her still so limited population cannot begin to compete.

Apart from what may—or should?—be done in tariff reform, no objection would perhaps be taken to the remarkable values given by U.S. publishers, did not the cheapness of their periodicals lead Canadian readers to expect rates and METHODS OF TREATMENT in circulation common—and it may be necessary in the publisher's protection—in that crowded country, to be equally applicable to Canadian magazines in Canada.

That the publisher has the legal right and power to collect subscription arrears does not in itself satisfy those who value goodwill no less than dollars. But the difficulty is to get some folk to see that, while a U. S. periodical like the "Saturday Evening Post," for example, with millions of copies sold, may find it economical, if not imperative, to cut off subscriptions exactly at the expiry date, other publications, in Canada and the U. S. alike, BECAUSE OF THE DIFFERENT CONDITIONS UNDER WHICH THEY HAVE TO OPERATE, may treat subscribers in a different way, and yet wish none the less, to retain their goodwill.

As BRITISH COLUMBIA MONTHLY readers review this matter we ask them to remember these points:

1. We are Canadians in Canada, and, with all our varied (UNTAX-

ED) imports from the U. S., still citizens of the British Empire.

2. Canada is a "new country," with a comparatively small population.

3. In seeking to do "community service" in a business way, Canadian publishers especially, are dependent on community spirit, and certainly cannot always, AS A MATTER OF COURSE, follow methods common in another country of large population.

4. Even when paid on time (without mailed notices) a dollar a year for any periodical does little more than pay for mailing and handling it and its circulation records.

5. So far as the first year's subscription is concerned, everything considered, it INVOLVES OUTLAY by the publisher to acquaint the citizens with the Magazine's work.

6. Other Canadian periodicals can speak for themselves, but the BRITISH COLUMBIA MONTHLY has never offered "premiums" when asking for subscriptions, but appeals to the COMMUNITY INTEREST of citizens.

7. The label on EVERY ISSUE of the B.C.M. carries the renewal date. Though appealed to regularly for years by Publishers' Protective firms—in U.S. and eastern Canada alike—we have only once in fifteen years used bank draft and collection agency methods, and these were used only after magazines had been marked REPEATEDLY, and notes and accounts sent, without effect.

9. Printers' and P.O. accounts have to be met regularly, whether or not publishers are paid, or have any surplus.

10. Considering cost of production in Canada—and printers have "Unions" (with U.S. affiliations) and irreducible scales of payment, if editors and publishers have not!—the DOLLAR rate to which we reduced this Magazine a year ago, DOES NOT WARRANT our writing

letters about arrears; and, indeed, hardly justifies the work and outlay of mailed accounts. Relying on the SUSTAINED INTEREST of sub-

scribers, therefore, we ask them to be kind enough to attend to renewals when due.

ATTENTIVE "REGULAR SUBSCRIBERS" CO-WORKERS

In supplement of the foregoing it seems timely to remind readers who renew their subscriptions regularly that they are in a real sense co-workers with the publisher and his associates.

Such subscribers, and also those who list and pay for subscriptions for a few friends—at home or abroad—are the backbone of such a magazine's circulation department, just as leading business firms like those advertising in this issue—PLEASE NOTE THEM ALL—are the staying power of the business department. We have mentioned before that a business man of some prominence, has, for years (we believe) listed his employees. Perhaps his example has only to be known to be followed.

THE NOBLE ARMY OF ENCOURAGERS

Having said so much of our "problem," we would be remiss not to mention that from time to time we receive letters at once kindly and encouraging, from subscribers, some of whom have been on our list for years. Sometimes we think of giving a page to quotations from these commentators, but on the principle of "what touches us ourself shall be last served," the pleasant duty of selection is again and again postponed. Nevertheless, we sincerely value these letters of review, comment, compliment and constructive criticism; and assure their writers and all our readers that all honest interest is welcomed as evidence that this magazine's efforts in "community service" are not in vain.

It has been and continues practically impossible for us to acknowledge such letters individually; but to the Noble army of Encouragers, "jointly and severally" we again say "Think You!"