

The Canadian Courier

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Editor's Talk

HAVING referred, in last week's issue, to the editorial department's plans for 1912, we brought the business manager into the editorial office and asked him if there was anything he would like to say. He thought the matter over and produced the following "Editor's Talk":

Publishing a periodical or newspaper may be likened to conducting a large manufacturing plant where batches of thousands of articles exactly the same are made and sold to the consumer. The more that are made at one time the cheaper the cost per article.

The editorial department is the factory. You must turn out well made goods. Your raw material has to be up to the mark. Your workmanship must be of the very best. Moreover, you must keep abreast of the times. Nothing stands still. It must progress or drop behind. You say this week's imperfection will be overcome next week and like the machinist, who takes advantage of every new invention, you are going to grasp every available opportunity to improve your goods and give good value for the money.

The factory cannot exist without a sales organization and hence the circulation department in the publishing business. The best of goods do not sell themselves. With customers from Halifax to Vancouver our sales organization must necessarily be very large. Our sales manager must have capable lieutenants at each territorial centre. Each and every salesman must work in harmony and produce clean business.

Where does the advertising come in? Well, that is what you might call a by-product. From a revenue standpoint, we have come to depend on this by-product and because of the natural laws of competition the increased revenue produced by the existence of advertising has made it possible to fix the subscription price of periodicals at a figure much lower than would be possible without the advertising revenue. The advertising sales organization must also be efficient. The article they sell is not tangible. It is the opportunity offered to the manufacturer to reach through printed matter all of our readers. Our advertising manager must show proof of the total number of our subscribers, where they live and their occupation. He also must be very careful only to accept advertisements of legitimate goods.

Lastly, in every business organization there must be a book-keeping and collection department.

The best results can be obtained for the reader, the advertiser and the publisher when these departments show team work. It is just this team work that has brought the "Canadian Courier" to its present condition, and as the business expands and develops it will be this team work that will bring continued success.

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