

Government Organization

Let me put on record something that has happened to professional magazines. I refer to one in my own profession, but I understand the same situation applies to other professions across the country. I should like to read from an article by Dr. A. D. Kelly, publisher of the *Canadian Medical Association Journal*, which appeared in the March 8, 1969, issue. In part he says:

We had recently achieved the all-time high of 23,000 per week for the C.M.A.J.

He was referring there to the circulation of the journal. He goes on to state:

For 58 years the C.M.A.J. has enjoyed statutory second class mailing privileges and our postal rates were low. We are not alone in this because I understand that 5,200 other Canadian publications are similarly classified. I have been aware that the Post Office was losing money and I expected that an increase in rates for all classifications would be initiated. I really can't say that I feel it essential that our postal services make money or indeed break even, particularly when I am aware of the very substantial subsidies provided for radio and T.V., industry, agriculture, education and social services.

All right, this is 1969, inflation has caught up with us and the penny post does not operate any more. The lessons of history may have no relevance, but I can't escape the impression that getting the message from A to B is a public service which in a civilized society is worth supporting with public funds.

I knew that postal rates, particularly second class rates, were going up, but I did not appreciate the full extent of the capacity until I read Bill 116.

The article then goes on to state:

Next in this tale was a reply to the president under date of November 8, 1968 in which the Honourable Mr. Kierans delivered himself of these words:

"During the debates, I have also questioned whether subsidies to welfare and other worthwhile organizations should be intermingled with postal rates. If there is cause or merit in providing financial assistance to your or other organizations, as a matter of national policy, then I believe that such subventions should be identified and provided directly through appropriate agencies rather than hidden through the medium of preferential postage rates—"

Farther on in the same article we find the following statement by Dr. Kelly:

There was not much comfort there, and I recalled reading in *Hansard* the Postmaster General's estimate of the additional costs: "The medical journal may have to increase its costs by something in the order of \$1.00 per year per member as a result of the rate increase, and I am sure the doctors can well afford the difference."

One dollar a year from 20,000 members would provide an amount more than double our current postal costs but that had been what I anticipated. However, it was necessary to prepare a budget

[Mr. Rynard.]

for 1969 and I thought it wise to endeavour to get a more accurate forecast. I called the director of the division of postal rates and classification and he very courteously and sympathetically told me that effective April 1, 1969, C.M.A.J. and C.J.S. would lose statutory second class mailing privileges; our publications will be classified as third class mail; the rate will be four cents for the first two ounces and three cents for each subsequent two ounces or part thereof. This ruling may not convey much to you but I am still suffering from shock. Our postal bill for mailing the October 19, 1968 issue of C.M.A.J. in Canada and abroad was \$346.71. Disregarding the variation in rates to destinations abroad, 23,016 copies each weighing seven ounces cost us 1.5 cents per copy. At the new rate our cost would be 13 cents per copy.

That is a real shocker. If the Postmaster General could be that far out in the statement he made in the house, I am wondering how competent he is to run this department or to set up a Crown corporation to provide postal services. I say this quite honestly and frankly because I think I asked the original question. The article suggests that at the new rates the cost will be 13 cents per copy. It goes on to state:

I dislike the word escalation and my mathematics are weak, but I figure that our postal costs will increase ninefold on April 1, 1969. Instead of the Postmaster General's estimate of "something in the order of \$1.00 per year per member" the increase would be in the order of \$5.25 per member. One does not need to be a John Maynard Keynes to discern a certain divergence in these estimated amounts. Instead of an annual postal bill of \$18,500 the amount will be in excess of \$140,000, a rise which the C.M.A.J. could not sustain without reappraisal, adjustment, change and dislocation.

It is all very well to infer that the wealthy doctors would be able to support increased postage costs, not of \$1.00 but of over \$5.00 per member. Lacking the taxing powers of Ottawa I apprehend certain difficulties in raising our fees to compensate for what I regard as an incredible increase. Its effect on the journals of other professional associations and learned societies may well be suspension of publication.

Let me tell the Postmaster General exactly what is going to happen, and I wonder whether this will not happen throughout the country. Effective July 1, with the end of the current volume of the *Canadian Medical Association Journal* the frequency of publication will be reduced to twice a month or 26 issues per year. All aspects of the publishing operations will remain in Toronto for an unspecified time pending the determination that they may be carried on as effectively in Ottawa.

I want the minister to know what he is doing so far as this publication is concerned. This publication serves all the people in that