

CANADIAN COURIER

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As you are a consistent reader of the Canadian Courier, you will naturally read this page about ourselves. You can get the point of this article best by remembering what we said last week about the 50,000 people plan. But even without that you will be interested in the problem of how reaching this 50,000 subscribers on competitive terms by means of a paper like this, is scheduled to cost us \$15,000 a year more than the same paper would if printed in Buffalo or Detroit, Boston or Seattle.

More Factors in Our Problem

KEEPING more than 50,000 readers on our list is the contract we set out to solve last week—without increasing the cost to the subscriber. We told you about the contradiction in terms of lowering the price of the Canadian Courier when the price of everything, including our own raw material, was steadily going up. We told you of the no-tariff handicap whereby the U. S. publisher gets his raw material paper—his white stock—32 1-2 per cent. cheaper than we do. We made it quite clear that the production of a weekly paper in this country carrying illustrations in line and half-tone was very largely a matter of the cost of the white paper. And as this issue goes to press we are one week nearer to the day when the paper manufacturer will raise the price of the stock we are now using.

If this paper were printed in Buffalo or Detroit its cost of production would be considerably lower by reason of the lower cost of just about everything in the shape of material that goes into the paper. The cost of labor alone would be no less. But the paper—here is the phase of the handicap that strikes us with the most deliberate and decisive force! We can't evade it. The case must be stated in the language suitable to it—Dollars.

Now, if we could buy book paper in Canada as cheap as publishers can get it in Buffalo or Detroit, how much difference do you suppose it would make in a year's run of the Canadian Courier at our present circulation and size? This is the kind of question people often ask when they know very well you can't come within fifty per cent. of an accurate guess. Nevertheless, we like to ask it, because we think it is an interesting question for somebody to answer.

Nowadays we challenge the cost of everything. If the price to us is too much more than the cost, we suspect somebody of profiteering. Gentle reader, you cannot flatter us into that class. There is no danger. And if there should be, the fact that we take you into our confidence should make you rest easy.

Cost of paper stock to the publisher depends, of course, as any one knows, upon the quantity used.

That, again, comes out to two factors; the number of issues printed in a year and the size of the average issue in number and area of pages. First of all, notice that we print a large page about twice the size of a standard magazine. Hence more reading area per page. In the second place, we print 52 issues a year. In the third place we print about 1,500 pages a year. Each subscriber gets 1,500 pages. If you had all these pages in one volume it would be considerably thicker than any family Bible. Canadian monthlies run about 700 pages a year, of equal size to Canadian Courier pages. This alone makes the problem of white paper-cost more serious to us by a ratio of over 2 to 1.

But that is only the beginning. The factor we have not stated will at once occur to you! The number of people to whom we send 1,500 pages a year. It is now 50,000. When you multiply 50,000 into the other factor you will be prepared to know that the difference in cost of white paper—taking book paper as the medium—if we printed the Canadian Courier in the United States—would be

FIFTEEN THOUSAND DOLLARS A YEAR.

To a multi-millionaire this would be a mere bagatelle. To hard-working publishers it is a case for a pencil and a pad of note paper. How are we to get this paper out on the stock we should like to use, without charging you more for the paper?

Obviously running back over the other cost factors you would say—the only way we could possibly do it would be to decrease the actual number of tons of paper used in a year. That could be done by any one of three ways,

- Fewer pages per issue;
- Smaller sized pages;
- Fewer copies printed per week.

The first we pass over, as you would; the second is as much out of the question; the third—

Well, we have already intimated that we intend to keep on our list more than 50,000 people; so that item settles itself.

Is there any other way? There is. What it is we shall tell you next week. For the present—so far so good.

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