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THE CANADIAN PULP & PAPER ASSOCIATION

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THE A. N. P. A. PAPER COMMITTEE AS A PRICE PROPHET

CANADIAN and American newspaper publishers who happen to be members of the American Newspaper Publishers' Association and who are looking for some lightsome literature of a retrospective character, appropriate to the season, cannot do better than turn up the files of their "B" Special Bulletins, issued by the A. N. P. A. Committee on Paper and compare the advice given therein with what has been their actual experience throughout the year now drawing to a close.

The Committee on Paper, relying probably upon the advice of some self-acknowledged superpaperman, in the Fall of 1917 became inspired with the idea that newsprint paper was going to be cheap and plentiful throughout the year 1918. They advised their members on no account to make contracts for the coming year's supply on a basis higher than \$2.85 or \$3 per 100 pounds, and suggested that the better way would be to defer making any contracts at all and to buy all requirements in the open market. It is not at all likely that the advice was universally accepted, all newspaper publishers not being short-sighted business men, but such as did follow the advice of the Committee may be excused for feeling that they have a grievance.

On August 11, 1917, the Committee gave its first intimation that paper prices were on the down grade. In Bulletin No. 3720, issued on that date, under the caption, "Next Year's Prices," the Committee stated:

"It is reported the sales manager of the Canadian Export Paper Co. claims that next year's prices will be 3c. f.o.b. mill. They are renewing most of their contracts for the balance of this year at that price and claim this price will be maintained for next year.