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AUBREY ACTON BURROWS - Secretary and
Business Manager.

Associate Editor - JOHN KEIR
Associate Editor - DONALD F. KEIR
Mechanical Editor - FREDERICK H. MOODY, B.A.Sc.

BUSINESS REPRESENTATIVES.

W. H. HEWITT, 70 Bond Street, Toronto
A. FENTON WALKER, 143 Liberty Street, New York, N.Y.
J. MEREDITH MCKIM, 17 Cockspur St., London, S.W., Eng.

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Change of Canadian Railway and Marine World's Subscription Rates.

When this paper, under its original name of the Railway and Shipping World, was first issued in March, 1898, it consisted of 32 pages, which size was maintained during that year. During the succeeding 16 years it has been gradually increased in size, so that in 1913 it averaged 112 pages an issue, a total of 1,348 pages for the year.

When the Railway and Shipping World was first projected it was intended to be both a newspaper, with up to date news features relating to its field, and a technical paper dealing with engineering, mechanical and other transportation problems. This intention has been fully lived up to, and from a small beginning, with a limited amount of reading matter, it has been gradually built up to its present standard. As business has warranted, the editorial staff has been added to, until to-day's Canadian Railway and Marine World has the largest editorial staff of any technical publication in Canada devoting itself entirely to one publication, and in addition has a number of regular contributors, so that the various engineering, mechanical and other technical subjects are dealt with by experts of experience and acknowledged authority.

The establishment of a transportation paper in Canada in 1898 was looked upon as a risky venture, including some of the most prominent transportation officials, but the founder had every confidence in his ability to make it a success, which has been amply justified by results. The originally expressed intention to make accuracy the leading feature of matter published was very soon appreciated, and has resulted in securing a most thorough circulation among all grades of steam railway, electric railway and steamship officials throughout the Dominion, the result being that to-day there are on the subscription list over 90% of all the officials of those companies. For a number of years the paper has been a thoroughly established and satisfactory property, and as a result it is today much larger and more valuable in every way than in its earlier history. How thoroughly this has been appreciated is shown by the fact that during 1913 the average circulation was 4,341 copies of each issue. How completely this covers the entire Canadian field will be realized from the fact that the average circulation of the leading railway publication in the United States during 1913 was 8,600 copies per issue, as per its own published statement, and that in a field including the whole United States, and with some circulation in Mexico, Canada and other countries. This comparison shows how thorough Canadian Railway and Marine World's circulation is, and justifies the claim that no other transportation publication in any part of the world has so intensive a circulation, in fact that this paper has a very much larger circulation in proportion to the population of its field than any other transportation periodical published anywhere.

In the 16 years during which the paper has been published the cost of production has largely increased. Altogether outside of the facts that the size of the paper has steadily grown, and that editorial and other expenses have been largely added to in order to secure the improvements which have been carried out, the actual cost of printing per page has largely increased. In line with the general advance in prices which has been such a marked feature of the last few years. Since the establishment of this paper printer's wages have advanced over 75%, the prices of paper, ink, etc., have also largely increased. As a result the cost of printing Canadian Rail-

way and Marine World, including typesetting, paper, presswork and binding, is now considerably over double the annual subscription price heretofore charged, and this is exclusive of the cost of illustrations, editorial salaries, office and other business expenses, postage, etc.

In the earlier days of the paper's history, when its size was much less than to-day, and when the circulation was also much smaller, the loss on subscriptions was not a very serious item, but as the transportation interests have developed and the circulation has in consequence increased to its present proportions, the loss on circulation has to be considered. Enquiries which we have made from a large number of subscribers have elicited expressions of most thorough satisfaction with the paper, of surprise that it has been possible heretofore to supply it at so low a price, and entire readiness to pay a more adequate subscription. As a sample of letters received from time to time we may quote one from one of the principal general officers of the Canadian Pacific Railway, who wrote as follows:—"I look upon Canadian Railway and Marine World as THE paper which anyone interested in Canadian railway or marine matters has to take and read in order to be posted. I would not be without it for considerably more than 'the price of admission.'" Another well known railway man, in remitting his renewal subscription recently, wrote:—"I am ashamed to send so small a trifle for so valuable a publication."

After the most thorough consideration it has therefore been decided to make the subscription rate on and after Jan. 1, 1914, \$2 a year, including postage to any address in the world. This will still be below the actual cost of printing, outside of other expenses enumerated above. We are confident that in view of the quality of the publication which is being supplied, this change will be very generally acceptable to subscribers, and we can assure them that the extra revenue which will be derived will be expended in still further improving the paper in every way.

The new rate will apply to all new subscribers received on and after Jan. 1, 1914. Subscribers who have not yet paid the current year's subscription will be given the old rate for a year from their last payment date. For example, a subscriber who has paid up to say, June, 1913, will be charged the old rate to June, 1914, after which the new rate will apply.

Nosbonsing and Nipissing Ry.—We are officially advised that this line is no longer in operation, the rolling stock having been removed and the track taken up during last summer. It was a logging railway, 5.50 miles long, connecting Lakes Nosbonsing and Nipissing, crossing the G. T. R. line to North Bay, in Ferris Tp., and was owned by J. R. Booth, Ottawa.

G. M. Ross, Agent, C.P.R., Summerland, B.C., writes: "Enclosed find express order for one year's subscription to Canadian Railway and Marine World. My late father, D. G. Ross, always had it in his home, and I am sure it is the best means of keeping up to date about railway matters generally."

J. W. Porter, acting Chief Engineer, Hudson Bay Railway, Winnipeg, writes: "I have been a subscriber to Canadian Railway and Marine World for some time, and like many others get a great deal of pleasure, as well as information, from reading your interesting and accurate paper."