

BLUE JAY CHATTER

The question of finance is always important. How the Saskatchewan Natural History Society is going to finance the printing of the **Blue Jay** is uppermost in our minds this year when drought and grasshoppers (see front cover) are threatening the economy of Saskatchewan. **Blue Jay** costs are discussed at each meeting of our society and they will again be discussed at our annual meeting, October 13 and 14, 1961.

Since our main contribution to natural history is the publishing of the **Blue Jay** and since our main expense is the printing of our magazine, I asked Frank Inglis, our Midwest Litho representative in Regina, for a statement of costs. This does not include the 3% education tax.

March, 1961, printing costs		June, 1961, printing costs	
56 pages @ \$12.85	719.60	48 pages @ \$12.85	616.80
Cover	153.15	Cover	153.15
37 half tones @ \$3.00	111.00	34 half tones @ \$3.00	102.00
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Total (as invoiced)	983.75	Total	871.95

The cost of the 56-page March issue was 28.93 cents per magazine. At this price, it would cost over \$1.00 to print the four **Blue Jays** that each member receives each year. Active members, who pay \$2.00 yearly, may not realize that schools and junior members, more than one-third of our membership, pay only \$1.00. This low rate is designed to encourage junior naturalists, but it is obvious that if all our funds go to subsidize the magazine, nothing is left for other projects like special publications and wildlife refuges. The executive therefore instructed the editors to reduce the number of pages in order to cut the unit cost.

The rather conspicuous reduction from 56 to 48 pages in the June issue saved about \$110. When this total is divided among the members we find that only 3.29 cents has been saved on each magazine, 13.16 cents for a whole year, at a sacrifice of 32 pages. This seems a serious loss when we are trying to increase the size and value of our magazine.

Mr. Inglis pointed out that since the cost of the cover and certain other expenses are more or less constant, the best way to cut our unit cost would be to increase our membership. The unit cost of an issue of 48 pages would vary considerably depending on the number printed: thus 3,000 would cost 27 cents each; 5,000 would cost 21.5 cents each; 10,000 would cost 17.06; 15,000 would cost only 14.87 cents each.

A drop in membership will make printing costs prohibitively high. In spite of increasingly difficult economic conditions in Saskatchewan, I hope every effort will be made to hold our present membership. Please do what you can to find new members to replace those forced to drop out.

We have some March and June **Blue Jays** on hand, proving that there has been a drop in our membership even this year. To dispose of this surplus we are offering (see page 148) all four 1961 **Blue Jays** for only \$1.00. If you know of anyone who might be interested in this special offer please be sure to tell him of it. If you would like to take advantage of this offer for some friend please do not delay till Christmas for the offer is good only while the supply of extra copies lasts. Write to Mrs. G. Steele, 3603 Caen Avenue, Regina.

Your membership does not run out till the end of the year but because of the heavy mail in December we are putting the renewal notice in the September issue. We hope that you will use this form soon so that we can make up our 1962 mailing list at an early date, thus saving much confusion and some disappointment. If you know anyone who paid for the 1961 **Blue Jay** and has not been receiving copies please write to the treasurer.

Help your society by renewing promptly, by buying our special publications, by entering our special projects and by using our Christmas card.