

consented to as a matter of course. Publishers who have been timid about making an increase in subscription rates have, in the instance cited above, assurance that if they take the bold step they will not lose anything, but, on the other hand, gain much."

A general increase in advertising rates is also reported by many newspapers and periodicals.

THE TREND TOWARD THE 3c. BASIS

(From *Editor and Publisher*, New York, November 30, 1918)

The Indianapolis newspapers go to a three-cent basis December 2, and the dailies of half a dozen other cities of the State are to follow suit at the same time, with still others on the verge of making the decision.

As indicated in *Editor and Publisher* on several occasions recently, the trend toward the three-cent price is unmistakable. In fact, it is quite as strong as was that toward the two-cent price a year ago, and the indications are that it will extend to every part of the country.

There is involved in this price-raising policy a manufacturing problem. Revenues from circulation must cover at least a substantial part of the increased cost of newsprint and mounting distribution expense. Advertising rates must be advanced, too, as a matter of equity to all concerned.

Newspapers are not immune from economic conditions. They possess no magic talisman giving them power to ignore production costs. They have but two sources of revenue. These must be safe-guarded, that they may meet the daily needs. The demands upon them must be made with due regard to the share of the increased burden which each should bear. The three-cent price is justified by present cost of publishing—and so is a higher advertising rate.

HOW CAN THEY DO IT ?

"The press of the Dominion can right now perform a real service by calling, irrespective of politics, for a cessation of the ruling of Canada by Orders-in-council."—*Printer and Publisher* (Toronto).

But the press is on record as beseeching the Government to rule the paper-making industry by order-in-council, even to the extent of "commandeering" the mills should they refuse to supply paper at an unfairly low price.