

The Brantford *Expositor* and the Brantford *Courier* are now selling at 45 cents a month or \$5 a year paid in advance.

The St. Catharines *Standard* has increased its mail subscription rate from \$3 to \$4 per year.

There are comparatively few weekly newspapers remaining in the \$1-a-year class. The Whitby *Gazette and Chronicle* is one of the latest to advance its rate to \$1.50.

A recent bulletin issued by the Canadian Press Association gives a list of 23 weekly and two semi-weekly newspapers published in the Maritime Provinces that have raised their subscription price to \$1.50 or over in recent months. The list includes nine newspapers published in New Brunswick, three in Prince Edward Island and thirteen in Nova Scotia.

The Association's Bulletin No. 480, issued Sept. 7, 1918, notes advances in the subscription price of the following dailies: The Manitoba *Free Press*, The Winnipeg *Tribune* and the Winnipeg *Telegram*; the Regina *Post*, the Regina *Leader*; the Saskatoon *Star*, the Moose Jaw *Times*, the Moose Jaw *News*; the Halifax *Herald*, the Halifax *Mail*, the Halifax *Chronicle*, the Halifax *Echo*; the Stratford *Beacon*, the Stratford *Herald*. Among the weekly and class publications reported in this bulletin to have raised their price are the Alameda (Sask.) *Despatch*, the Treherne (Man.) *Times*, and the Canadian *Home Journal* of Toronto. This is the second increase for the last-named publication, whose publisher is reported as stating that the effect of the earlier increase was to add to his number of subscribers.

In a subsequent bulletin, issued in October, the Association reports ten daily newspapers and two weeklies as having increased their subscription rates, and gives the following information concerning the *Farmers' Magazine* of Toronto:

"The Maclean Publishing Company, Limited, recently advanced the subscription price of the *Farmers' Magazine*, Toronto, from \$1.00 to \$1.50. The publishers report—'We have not noticed any change in the volume of renewals or new subscriptions.' This history is similar to previous history of the same publishing house when it raised its subscription price on some of its weekly retailers' papers from \$2.00 to \$3.00, and on *Maclean's Magazine* from \$1.50 to \$2.00. The fact is that the public has become so accustomed to higher prices for practically everything it uses, that an increase in the price of its magazines and books is