





coal boots potatoes horses clover seed land

CAN you think of any other commodity except newspapers and their like whose price has remained unchanged and unchanging year after year? Why, then, should your newspaper's price remain forever the same-the same, for example, as when you could buy

> a cord of wood for \$1.50 a bushel of wheat for 50 cents a common fowl for 25 cents a dozen eggs for 10 cents a pound of butter for 12 cents a cow for \$25

THE war has brought to a crisis a condition of things which has vexed publishers for years : the selling-price of their newspaper. It has sent prices of paper, ink, type and supplies skyward. It is costing us many more dollars a week now to produce The Reporter than was needed before the outbreak of the war. Where do we get off at? -in the slang language of to-day. The answer is : we must get more for The Reporter. And so, on and after April 1st the subscription price of The Reporter will be \$1.50.

You are reasonable, and so we count on you to meet the necessities of the situation cheerfully. Three cents a week for your local newspaper -- it is worth the price, is it not?

Less than the price of a "smoke"

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