

WHAT IT COSTS TO DO BUSINESS

PRICE OF PAPER INCREASED \$17 A TON

1200 Newspapers Gone Out of Existence and 500 Others Merged With Contemporaries—Newspaper Crisis Threatened.

Since the war started about 1200 American newspapers have gone under while over 500 hundred others have amalgamated with contemporaries. Papers that were making \$500,000 a year have admitted recently an annual deficit of \$250,000. The latest American papers to double their selling price are the Detroit Journal and Detroit News. Thousands of Old Country papers have suspended publication. Nearly all of them have raised their price and mostly all have been reduced in size.

The paper makers have raised the price of printed paper from \$40 to \$57 a ton—an increase of \$17 a ton. Every item entering into the cost of production of newspapers has increased from 30 to 200 per cent.

In view of the crisis, which faces newspapers, two things are inevitable—the prepayment of all subscriptions, raising the price to three cents a copy, and, a general increase of advertising rates.

A dispatch to the Financial Times from Ottawa says: "The situation in the Canadian newspaper industry is most critical. The Ottawa government has refused the petition of the newspaper manufacturers to be allowed an appeal to the supreme court from the ruling of Commissioner Pringle. At the same time the government is threatening the manufacturers with action through the department of justice unless they supply the Canadian newspapers with paper on what the manufacturers regard as impossible conditions. The manufacturers feel that they are confronted with the alternatives of either complying with the government's demands at the risk of ruining their business or of stopping the Canadian supply altogether. They are strongly inclined to stop the supply. This would stop the supply of newsprint for the entire country and disrupt industry, which is now doing an export business approximately of forty million dollars.

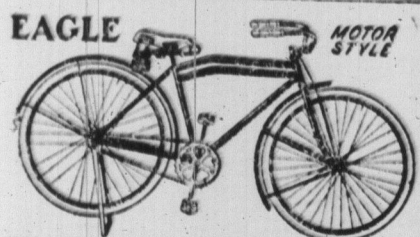
The United States government has given to both the newspaper publishers and the newsprint manufacturers a right of appeal from the rulings of the federal trade commission to the courts. The claim of the Canadian newsprint manufacturers is that they should be allowed the same right as the American manufacturers.

The Times says it is evident that the newsprint controversy has reached a situation where only courageous and independent action by the Dominion government can prevent a National disaster. The demand of the manufacturers is for a review of the decision of Commissioner Pringle by the supreme court. The paper industry is today the greatest factor that Canada has for redressing our alarming adverse balance of trade. Any action, which would disrupt and paralyze that industry even for a short space of time would have a most disastrous effect upon the nation's finances.

LONDON, March 18.—Announcement is made that newspapers will be subjected to a drastic reduction in the quantity of white paper. The daily sale of the Times will be limited to 120,000 copies, and to make up for the serious loss of revenue entailed by the restriction, and also by the limitation of advertising space, the price of the paper will be restored to three-pence.

This announcement emphasizes the seriousness of the paper shortage, which threatens to bring about a marked change in the character of British publications. One newspaper, with a daily circulation of more than a million copies, has been experimenting for some time with a one-sheet edition.

The stocks of paper have shrunk to such an extent and production has fallen off so that a decrease in size is inevitable. The Times will go on a ration basis, and no copy will be supplied to any person who does not undertake to share it with at least one other reader.



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THE RULE OF THE ROAD

[From the Busy East]

It affords us a great deal of pleasure to be able to support the agitation in favor of making a change in the Rule of the Road in the Maritime Provinces. Anything that brings the Maritime Provinces nearer together in their internal relations; anything whose object is to place these provinces in line with other progressive portions of this continent will certainly have our warmest support. This matter of the Rule of the Road may seem like a small and unimportant thing but life is made up of such things, and every time we break down a prejudice and make a move in the line of progress means a step forward towards a larger and fuller life of usefulness and service.

At the present time the Rule of the Road over America is "Keep to the right," the only exceptions being the Maritime Provinces and British Columbia. It is out of the question to ask the whole of the United States and the major portion of Canada to change their Rule of the Road to conform with ours. Such a suggestion would be laughed to scorn and rightfully so. There are about a million people in the Maritime Provinces, while British Columbia has about half a million. The population of Canada is eight millions and the population of the United States is one hundred millions. Less than two millions could hardly ask one hundred and six millions to make the change. The natural thing is for the Maritime Provinces and British Columbia to swing into line and make the Rule of the Road conform with the rest of the country.

The reasons for the change are obvious. An increasing number of Americans visit the Maritime Provinces every summer. Many of them come in automobiles and naturally they are confused when they strike the Maritime Provinces. Their cars are built where "Keep to the right" is the Rule of the Road. They naturally think that the Maritime Provinces are "behind the times" in not having the same Rule of the Road as they have. They are annoyed at the change and the tendency is for these people to say unkind things regarding the Eastern Provinces. We want all the Americans to come to the Maritime Provinces that we can possibly get. The tourist business should be developed and increased. One way to do this is to make it easy and pleasant for the stranger within our gates. We do not want to be open to the criticism that we are "a hundred years behind the times" and the sooner the change is effected in the Rule of the Road, the better for these Maritime Provinces. It is understood that at the sessions of the New Brunswick and Nova Scotia Legislatures, bills will be introduced to change the Rule of the Road. It is to be hoped that not only these Provinces will do so but that Prince Edward Island will fall in line so that the three provinces will be acting in unison and for the common good.

Undoubtedly the change will cause confusion to our own people for a time but it is a case of the greatest good to the greatest number. For awhile after the change has been effected we will have to THINK about turning to the right. It has been our custom so long to turn to the left that it will take some time before we will turn automatically to the right. However, we will soon get accustomed to the change and we will then congratulate ourselves that we made the progressive step in the interests of our Eastern Provinces. When we meet a person on the sidewalk we turn to the right, why should we not turn to the right when we are driving a horse or car. It seems to us that all the arguments are in favor of making the change and it is sincerely to be hoped that the legislatures of the three provinces will effect the change this Spring and thus do something which will receive the commendation of the majority of the people of the Provinces by the Sea, and will result in real good to the whole continent of the North America.

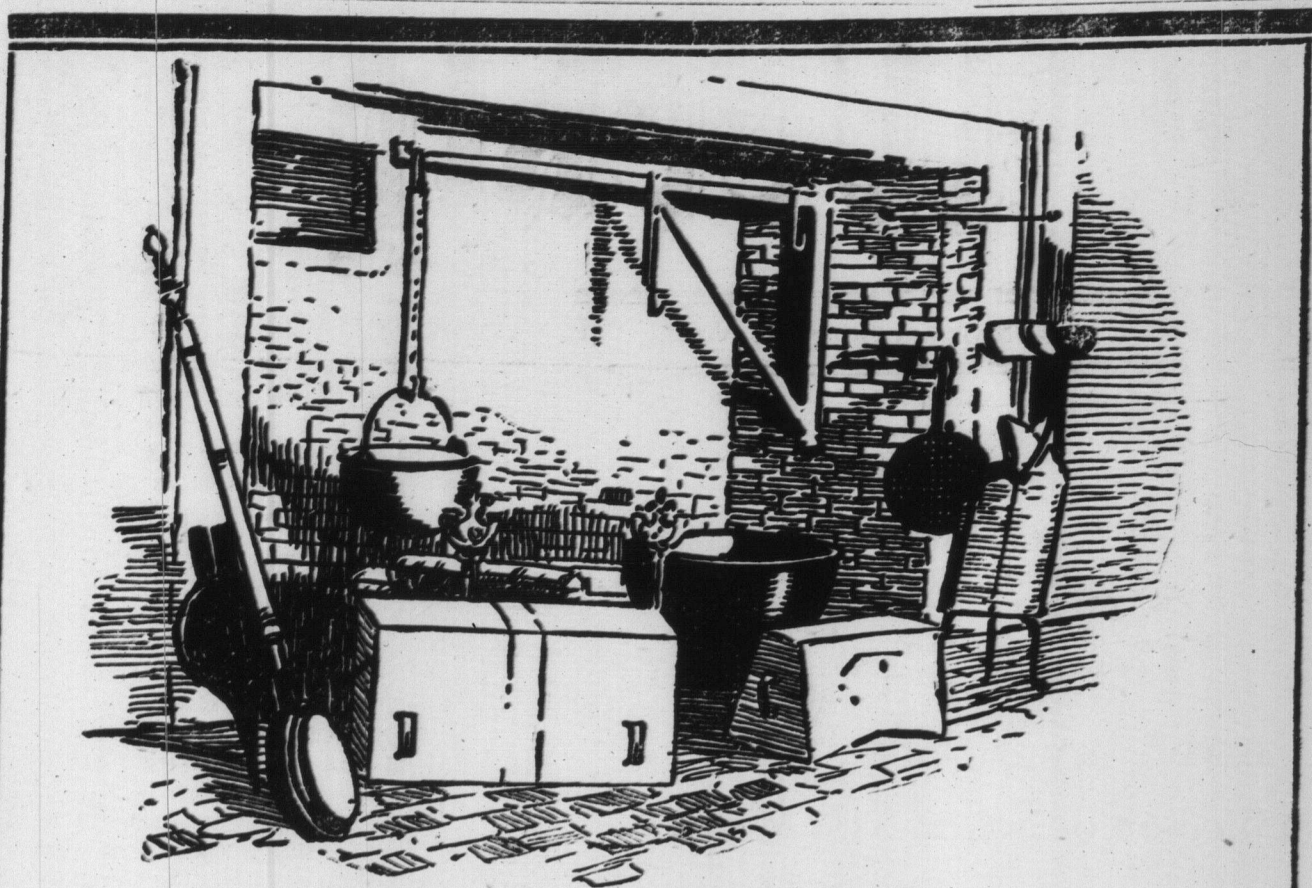
Tipless Times

[From the Calgary Albertian]

With a wheatless, meatless, and in some places in Canada a heatless season, is there a possibility, during this strenuous period, of a tipless time? A colored negro porter appeared before the railroad wage board at Washington to discuss the wages of himself and his associates. He said that he was paid \$25 per month and received \$30 per month in tips, which is fairly good going even in these times. This plan of forcing the public to pay the wages of railway employees does not appeal to the public. The Dominion Government would do well, when it takes over the C.N.R., to pay wages to all employees and make the road a tipless road.

Life is a conundrum and every one has to give it up.

Minard's Linctant cures Diphtheria. 31-47



Baking Day in Grandmother's Kitchen

GRANDMOTHER did her baking in tin kitchens set before the fire. Sometimes she baked a sponge cake in an iron kettle, browning the top with hot coals heaped on the lid. On baking day the kitchen was filled with delicious fragrance because Grandmother made her cakes and pies with old fashioned brown sugar.

Gone are the cranes and bellows and tin kitchens but we still enjoy Grandmother's favorite dishes. Mince pies, plum puddings, cakes and many sweets and beverages are much better made just as she made them with soft brown sugar. It is easy to get both the recipes and the sugar with which to make them up. Lantic Old-Fashioned

Brown Sugars come in three kinds—Light, Brilliant and Dark Yellow—and are for sale by grocers throughout Canada. Brilliant Yellow is particularly good for baking. Grandmother's Recipes have been reproduced in a delightful little book which we will send to you for a 2c. stamp to cover cost of mailing.

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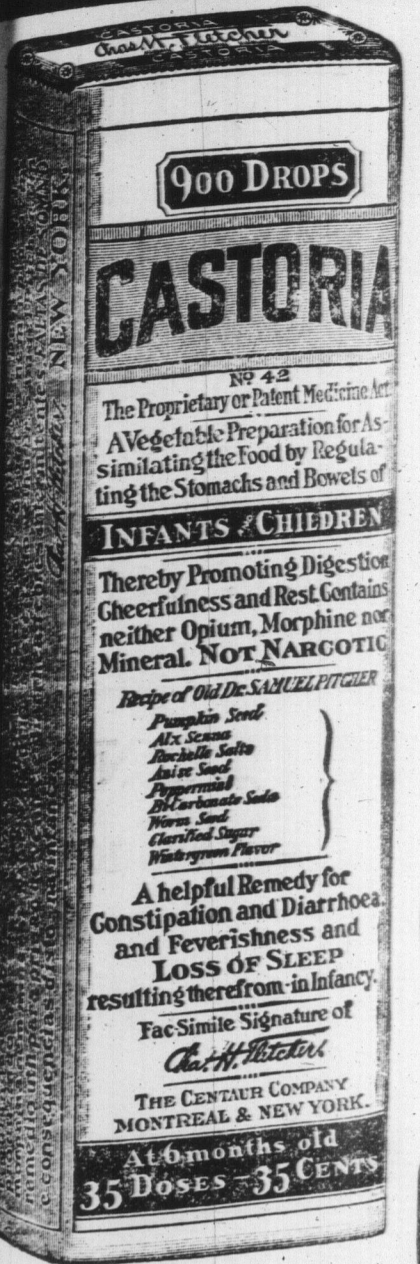
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