

PASSING ALONG THE COST

That Canadian newspaper publishers do not intend and are not paying the increased cost of paper out of their own pockets (there being no reason at all why they should think of doing so) is shown from the following article sent out by the Canadian Press Association and printed generally by the newspapers of Canada. It is addressed to members and marked for the use of "all classes of publications using news-print."

GETTING BACK THREE MILLION DOLLARS

THE PAPER CONTROLLER for Canada a few weeks ago added \$12 a ton to the price of newsprint paper—the kind of paper used in printing the *Record*. This addition, following closely upon several previous increases authorized by the Paper Controller, has meant to Canadian newspaper publishers a total increased publishing cost, in the matter of paper alone, in the past eighteen months, of three million dollars! This very considerable sum Canadian publishers **must recover from their customers, their readers and advertisers.**

In connection with the earlier increases the readers of many daily newspapers have been required to pay \$1 or more per year for their newspapers, while the subscription price of very many weekly newspapers has been increased from 50 to 100%. In many cases still further increases will be necessary.

But all the three million dollars increase in paper costs cannot be loaded on readers; some of this sum must come from advertisers—this in the form of increased advertising rates. Advertising rates in Canada are, generally speaking, much lower per thousand of circulation than in the United States. Speaking on this point the editor of *Marketing*, a Canadian advertisers' newspaper published in Toronto, says in his last issue: "In meeting the Canadian publishers' calls for higher rates, advertising buyers should not fail to recognize that for years they have benefited by the publishers' undervaluation of his space, and should be the more willing on that account to recognize the present necessities." To all of which the *Record* agrees.

A footnote explains that the title "*Record*" is a dummy one, to be replaced by the name of the newspaper making use of the article.