

Announcement

Of Increase in Subscription Price

After much figuring and thought we have finally decided to increase the subscription price of The Mount Airy News from \$1.00 per year to \$1.50 per year.

In justice to ourselves and to our readers we wish to give our reasons for making this change. Many years ago nearly all the weekly papers of the country reduced the subscription price to \$1.00. Up to that time the price had been higher, often as high as \$3.00 for some papers. It has been almost universally admitted that it was a mistake to try to sell a weekly paper at \$1.00, even during times that were such as have been the last twenty years. But the price remained the same over the whole country.

During these years of the dollar weekly the cost of white newspaper was about two and a half cents per pound. And during these many years it got to be generally understood that a weekly newspaper was about as poor a paying proposition as being the free school teacher.

The world war has changed conditions and during the past year as many as 1000 weekly newspapers have quit business because they could not meet the conditions that now exist. It is estimated that as many as another 1000 will fall out during the next year.

Now the paper that cannot continue in business at a price that will be in keeping with the times in which we are living sooner or later fails. To continue to publish The News at \$1.00 to us will mean no profit on the paper. And so if we continue to publish it at \$1.00 we would do so at a loss that would have to be met from some other source.

In the light of these facts we have decided to increase the subscription rates and take chances on losing those from our list who are not willing to pay the increased price. We naturally will lose some subscribers, but we have faith in the good judgement of the majority of people, and this majority can be counted on to take a reasonable view of the situation. There never has been a time when one could not buy a newspaper for less money than standard publications sell for, and even in these strange times some papers will continue to exist, even at what will ultimately be bankrupt prices to them. We do not care to be in this class, and do not believe that our subscribers will expect us to publish a paper at prices that are below what sound judgement would demand.

And for the above reasons the price of The News will be in the future \$1.50 per year, six months 75c, four months 50c and two months 25c.

The above price will be charged from this date to all new subscribers, but all those who are now getting the paper will be charged the old rate until the first of next year, 1919. After that date the price will be the same to all our subscribers.

We are grateful for the liberal patronage that we have received from the people of this section of the state during the many years we have published the paper, and we regret that conditions have come about that make it necessary to increase the price of our paper to meet the times in which we are living.