

# Publisher's Announcement

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With the greatest of regret we have to announce a modest increase in the price of *Studies in Design Education and Craft*. Readers will be aware that the journal was re-launched almost four years ago at a price of £1.50 a year or 75p. a copy; a price that reflected the already high costs of printing, publishing and distributing a small circulation journal in the late 1960s. Since that time the escalation in costs has been legendary. The facts are so familiar that it would be tedious to list in detail the soaring costs of paper, printing, postage and packaging. Yet the costs have in no way prevented the remarkable improvements in the quality of *Studies in Design Education and Craft*. The page count has almost doubled; the style of binding has been transformed and the quality and quantity of illustration has been greatly extended.

That these improvements have been achieved at a time of rising costs is a direct consequence of the increasing readership of the journal. We printed the first issue with an advance sale of no more than 300 copies; the sale of Volume 6, No.1 exceeded 3,000 copies. Support from advertisers has been increasingly generous and our printers have been unfailingly helpful.

But recent price increases have made it necessary if we are to ensure the stability of the journal to raise the price to £2.00 per year or £1.00 per issue — a price now common among journals of this kind. This new price will apply from Volume 7, No.1. However, as a gesture to readers we shall accept advance subscriptions to Volume 7 at the old price until 31 July 1974. If you wish to take advantage of this offer please use the Order Form printed towards the ends of this issue.

We are able, however, to offer an even more generous price concession until further notice. We are prepared to accept subscriptions by Banker's Order at £1.50 — a reduction of 50p. on the published price. We can do this because of the very substantial

reductions in costs of invoicing, book-keeping and postage that this method of payment allows. If you have not yet considered payment by this method you may now wish to do so. It is available to anyone with a bank account-including accounts at Savings Banks. If any bank charge is made for a single annual payment it is likely to be very small. A Banker's Order can, of course, be cancelled by you at any time. If you transfer to this method of payment you will be able to continue to receive *Studies in Design Education and Craft* without any increase in the cost of your subscription since 1969 — a bargain that is probably unparalleled in British publishing. If, as we hope, you wish to accept this offer please complete the lower half of the Order Form printed towards the end of this volume.

Sybil Wrigley