



CHEAPER NEWSPAPERS.

EDITOR, PRINTER AND PUBLISHER:

SIR, Never in the history of journalism were newspapers so cheap as they are to-day, and it is generally conceded that the time will soon come when they will be universally sold at one cent.

In many of our towns and cities they are now being sold at one cent; in fact, more than ever before.

News-print was never so cheap as now, and type-setting machines are lessening the cost of composition, so that to-day a paper can be produced at almost one-half the cost it could a decade ago.

Quite a number of the country weeklies are clubbing with the city weeklies for \$1.25 and \$1.35, and several have gone as low as \$1.

The Montreal Weekly Witness advertises three papers, from November 1 to January, 1896, for only \$2, which is practically 1 cent a copy.

Then look at The Toronto Weekly Mail, which is advertised at 50 cents a year, and The Farm and Fireside the same price. These papers are almost entirely filled with reading matter, so that subscribers get big value for their money.

If the paper of the future is to be sold at the above price it must be for cash, and not pay any time you like, and sometimes never pay at all.

A BELIEVER IN THE ONE CENT PAPER.

[PRINTER AND PUBLISHER is not an advocate of cheaper newspapers. The publishers of country weeklies who are reducing prices are making a great mistake. They cannot expect to compete with the big city weeklies, whose reading matter costs them nothing, for it is simply transferred from their daily. The publisher of the country weekly has his editorial and composing room expenses to pay, and these cannot be reduced without injuring his paper. A good live local paper need never reduce its rates; people will have it at any reasonable price. It is better to charge old prices and make up the difference by improving the character of the paper. We have a well edited weekly paper on our desk now, four pages, each about the size of this one; they have no difficulty in getting \$15 a year for it. Another paper of a similar character, 16 pages, and badly edited, has a less number of subscribers, though it is only \$1 a year.—ED.]

RESOLUTIONS BY THE Q. P. A.

On December 15th the Quebec Press Association passed two resolutions, as follows:

"That we, the members of the Press Association of the Province of Quebec, hereby join with other citizens in expressing our sense of sorrow that the Premier of the Dominion has been removed by death so suddenly from his career of usefulness to the Dominion and honor to himself; and, further, that our heartfelt sympathy be extended to Lady Thompson and her family in their bereavement.

"Resolved, that this association tender to the Hon. Mackenzie Bowell their congratulations that he has been called to

the high position of Premier of Canada, and that as a member of the press he has done credit to the profession during a long career of public service, crowned by sterling qualities, which have for their foundation the patriotic desire of a Canadian citizen to do his duty.

"Resolved, that the secretary forward to the press and to Mr. Bowell the above resolution."

These resolutions were carried unanimously, and a copy of the first was ordered to be sent to Lady Thompson. Mr. Tre-sidder, the new president, presided.

CHEAP ADVERTISING.

CREME DE LA CREME CIGAR CO.

MONTREAL, DEC. 19, '94.

DEAR SIR,—We write to ascertain your lowest cash price for our six inch cut in every issue of all editions of your journal for one year.

We are advertising in a few papers through an advertising agency here; have also bargained with a lot of country papers to run this advertisement one year for a box of cigars, and of course, would prefer to pay all our advertising in trade, nevertheless, if your figure is low enough we will pay cash.

Business generally has been so dull during the last year that manufacturers' profits are cut down to almost nothing; for instance, we are at present manufacturing a line of cigars, five for ten cents, so you see there is little margin for advertising, much less for agents' commissions, therefore, we go to you direct. If your price is not such as we can afford the correspondence must end here, as we are getting quotations from a greater number of papers than we expect to use, and will, quite naturally, select those that give us most for the money. The advertising must start before the 15th January, if at all.

In your reply be good enough to state your actual circulation.

Your respectfully,

CREME DE LA CREME CIGAR CO.

This letter has been received by a number of newspapers in Canada from the Creme de la Creme Cigar Co., 145-151 Maurice street, Montreal. A box of cigars will probably cost, say, \$1.50. It will be interesting to note what papers value their space at \$1.50 for six inches, which is equivalent to 25c. an inch for 52 insertions. Unlike most firms which make such ridiculously low offers, this company is thoroughly reputable. No doubt they have heard that there were publishers who had no idea of the value of their space—who would refuse no offer, no matter how low. Happily, such publishers are gradually disappearing, and their places are being taken by men who run their papers on business principles.

THE BROWN BROS., LTD.

The Brown Bros., Ltd., Toronto, are doing a rushing business in account books. Despite the fact that they had already on hand a big stock to meet the demand at the first of the year, their factory is still pushed to keep up with the orders coming in.

The "Buff Bazil" backed letter book is a new and handsomely gotten up article they are just now offering the trade. The paper in this book is of superfine quality.

Their stock of flat papers and printers' supplies are well assorted, as usual.