

Cheap Newspapers.

The era of cheap newspapers has evidently come to stay, for good or bad. For many years it must be a cheapness at the expense of excellence, and that will eventually come to its own in different lights by different people.

It is a singular fact that while a majority of the editors and publishers are opposed to cheap newspapers, they keep on cutting down prices. George W. Childs, of the Philadelphia Ledger, objects in this way: "I have printed newspapers depend for success chiefly on the assumption that the advertiser should pay all the cost of production and the reader little or none."

There is a good deal in these opinions for publishers to ponder on. They come from men who are most competent to venture an opinion, and they point to a two cent limit for good, large newspapers, though that is thought to be too low in some instances.

The Columbia Bicycle Calendar for '87, just issued by the Columbia Manufacturing Co., of Boston, is in many respects a more truly artistic and elegant work in chromo-lithography and the letterpress than the Columbia Calendar of '86.

Some amusing instances of peculiarities in testators are gathered in an interesting little volume on the "Curious and Law of Wills," by John T. Moffatt, county clerk at law. Doctors Commons, the depository for English wills, contains many remarkable testaments.

It is to desire a poor sufferer into the belief that some worthless liniment will cure rheumatism and neuralgia. Honesty is the best policy in the manufacture of proprietary medicines.

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These opinions of leading publishers make mighty interesting reading and we are tempted to continue the report of our manager of the Boston Journal, morning and evening, folio, four or six pages, two cents, says: "Forty years' experience in the newspaper business tells me that wherever a newspaper has reduced its price it has not done so to its advantage."

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