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## necent adem.

HE CHe "reduction of its price from Two announces the "reduction of its price from Two cents to ONE CENT per copy.
Ir is fitting that the pioneer of low-priced
journalism in the West should lead in placing the Dariv News. The large addition to its
present million-a-week circulation, which will journalism in the West should lead in placing the present million-a-week circulation, which will
American newspaper of to-day upon the basis of surely come with its reduction to one cent a day, American newspaper of to-day upon the basis of surely come with its reduction to one cent a day.
the lowest unit of American coinage. Twelve will fully compensate for the reduced profit at years ago that unit was the nickel in Chicago and which each paper is sold. All this concerns the throughout the Northwest. The founding of The reader only as assuring him that The Daily News :ournalistic profession as inviting certain failure. its high character as the foremost newspaper of the But they were wrong. To-day there is not a Northwest-that a million-a-week circulation nickel paper in Chicago, and the circulation of makes the otherwise impossible entirely possible. The Datiy News averages, as shown by its pub- The present is peculiarly the time to inaugu lished sworn statements, 175,000 copies a day- rate this popular departure in American jourwion a single exception the largest daily circula- nalism. The approaching Presidential election
tion tions of all other Chicago dailies combined. for Tue Dally News as an independent, impartial, - The Daily News has prospered beyond the fearless newspaper-one free from ail the entanglemost sanguine hopes of its founders. For this it ments of mere partisan allegiance. * The demand has more than once made its grateful acknowledg- is more and more for a newspaper which shall ever, that the time has now come when, acting ing, and which shall tell the absolute, unvarnished entirely within the limits of a wise commercial |ruth about things, regardless of its effect upon the progression, it can give its thanks more practical fortunes of this or that political party or candicate expression. It proposes henceforth to "divide" This demand Tue Daili News aims to meet, and as to its friends-and to multiply as to its circula- at its reduced price it combines all the element and expects to double its circulation
And anticipating the questionings of the tion the thousands of new readers whose atter doubtful let it be briefly said that the thing can be News it is proper to say that they will find done. The Daily News-all that it has been in complete in all the essentials of the best Amer the past, as well as all that is rightly expected of can journalism of to-day. Its quality as a news-
it in the future as a leader in progressive Ameriit in the future as a leader in progressive Ameri- paper proper is best indicated in the fact that it is can jeurnalism-can be produced and sold for the only low-priced paper in Chicago or the mon principles of trade which make possible ciated Press." The other "Associated Press" lower prices just in proportion as the aggregate papers in Chicago, the Tribune, the Tiwes and volume of sales increases. The Daily News now inter-Ocean all cost three cents. The Chicago
 can afford to sell at a smaller profit per paper than postage paid, at $\$ 3.00$ per year, or $25 c$. per month. can aford to sell at a smaller proit per paper than postage paic, at $\$_{3.00}$ per year, or 25 . per month
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much as onethird the average daily, circulation

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