

**Książki z warszawskiej drukarni Księży Misjonarzy  
w ogłoszeniach prasowych (1780-1792)**

**Books from Warsaw printing house of the Missionary  
in press advertisements (1780-1792)**

SUMMARY

The flourishing of literature in 18th-century Poland was accompanied by the expansion and progress in the printing industry. Just as in other spheres of life, this lively growth came in the reign of King Stanisław August Poniatowski. A similar tendency could be observed in the bookselling trade, for it was frequently the printers and publishers themselves who engaged in bookselling. The book market was then shaped above all by the basic economic law of supply and demand: respecting this law led to the booksellers' commercial success, and this in turn was a precondition for the development of printing houses and, indirectly, also of all other kinds of workshops connected the production and circulation of books. Thus, in order for the books or journals to sell and bring in the expected profit, publishers did not only have to "produce" their goods in a manner that would suit the requirements of the readers, but also to inform their potential readers of the fact that such goods were actually available on the market, as well as of how, where, and for how much they were sold (or could be subscribed to), what they contained and what made them attractive.

The Printing House of the Missionary Priests at the Holy Cross Church in Warsaw was established by a resolution of the City Council of Old Warsaw promulgated on September 20, 1780, and a royal privilege of October 25, 1780. The royal privilege fully confirmed the publishing profile of the printing house as defined in the city council's decision, which was that the printing house was to publish works on religion and morals, as well as textbooks.

The greatest surge of activity of the Missionaries' printing house came in the first years of its existence, that is in the period from mid-1781 until 1792. A total of almost one hundred titles, of both religious and lay character, left the Holy Cross printing presses in that period.

The printing house of the Missionary Priests advertised its publications in two journals: in the years 1781-1790 in "Gazeta Warszawska" [Warsaw Gazette] and after 1792 in "Gazeta Narodowa i Obca" [National and Foreign Gazette].