

TERMS OF SUBSCRIPTION.

THE PRINTER'S MISCELLANY is issued monthly at \$1.00 per annum, *in advance*, or ten cents per number. Price to apprentices—50 cents per annum, *in advance*.

The name and address of subscribers should be written plainly, that mistakes may not occur.

All letters should be addressed to

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St. John, N. B., Canada.

The Printer's Miscellany.

ST. JOHN, N. B., CANADA, MAY, 1879.

The Newspapers and Hard Times.

The past four or five years have put the newspapers, of this continent at least, to a very hard test. The depression in trade has perhaps told with greater severity on the newspaper business and printers than on any others who are dependent on public patronage for their support. It is not so much that the subscription list has suffered—although the depression has caused many delinquencies there—for there are few men who will cut off their accustomed paper, be the times ever so hard; but it is in the curtailment of advertising patronage that the papers fare worst. Merchants and other business men begin to economize first in their advertising. We mean the majority of them: the thorough business man—of whom the late A. T. Stewart might be taken as an example—does his largest advertising when the times are dulllest, and the consequence is he does a lively trade while his neighbors are nodding over their desks or behind counters. The majority cut down their business announcements or withdraw them altogether, and the newspaper publisher is left to struggle on as he can, often at his wits end how to make the week's end meet. Paper-makers, compositors, pressmen, and reporters must be paid regularly, or the concern must go into insolvency—and many, we are sorry to say, have “gaed that gate” since the beginning of the present crisis. At the same time, the fact that so few newspapers—in comparison with other branches of industry—have suspended publication during the past four or five years, speaks volumes for the pluck and economy with which they have been conducted. Few of them, we believe, have made much money, but the majority appear to have held their own and some have made steady

and solid improvement. Now, that the first faint glimmer of better times has appeared on the commercial horizon, it becomes the duty of all to redouble their efforts to pull through manfully for the “good times coming.”

Editorial Notes.

Punch's Beaconsfield cartoons have cleared the publisher \$20,000.

Great Britain imports nearly 100,000 tons of bone and bone ash per annum.

Printers and others will find the “Trades' Directory” handy for reference in ordering material or making inquiries in connection therewith.

Any person sending us the names of four subscribers with the money (\$4.00) will be furnished with a copy of the *Miscellany* free for one year.

It costs Russia nearly a million of dollars to have her newspapers supervised in the interest of order. No wonder she is so weak in war and diplomacy.

A Richmond, Va., correspondent writes us: “Our friend, Jul. L. Wright, has removed from this city to Washington, D. C. He carries with him the best wishes of a large circle of friends here for his future prosperity and happiness.”

In the Island of Cyprus, which Beaconsfield captured, there is a newspaper published half in English and half in Greek. The Grecian editor does not know a word of English, and the English editor is utterly ignorant of Greek. The Greek, however, who is a wily fellow, secured a translation of his co-editor's editorial, and in the next issue demolished it entirely by a vigorous leader. The residents of Cyprus, who read both languages, are enjoying the joke, but the Englishman is looking after Mr. Kostanides with a big stick in his right hand.

Journalism continues to beat tape and circumlocution in London. The news of the assault and capture of Ali Musjid was received in Fleet street many hours before it reached Downing street. A correspondent of a country newspaper says: “As a matter of fact, I happened to call at the Indian Office just after the publication of the news, and I was actually the first to bring word of that event.” No information had then come to hand from the Government officials, and the Ministers went into council without having any tidings of the capture of the fort.