

# The Printer's Miscellany.

AN EXPONENT OF PRINTING AND ALL THE KINDRED ARTS.

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ST. JOHN, N. B., CANADA, APRIL, 1880.

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## 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*.

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### Good Advice.

In speaking of the "trade in the West," the *Dominion Printer* has a few pertinent remarks about the pernicious habit of some printing firms taking work at a loss—at least, at less than a paying profit—rather than see a rival get it. We believe if the type founders and paper manufacturers were to insist on cash payments from those firms which pursue such a suicidal course, the disease would soon be more than half cured.

"Business has been slow for some time past, and first-class printers have been more or less 'laying on their oars,' rather than seeking to push trade on a non-paying basis. This action is highly commendable, and the sooner that printers generally see its force, and adopt its principles in their establishments, the more healthy will be the results for the welfare and stability of the trade. It is to be regretted, however, that some establishments, rather than see a "job" go past them, will perform the work almost at any price. This system is a pernicious one, and the firms who indulge in it are not only doing themselves a gross injustice, but they are systematically defrauding their creditors out of their just dues. It is false to assume that such a state of things can continue, for it must end in commercial shipwreck and bankruptcy. Better far to be idle than to work uselessly or at other people's expense. That would be the more honest course. It is notorious, too, that some men, more especially those having large

families depending upon them, will thus continue to deceive themselves, and pursue a course sure to drive them to the wall, and in the end impoverish themselves and beggar their families.

It is true that firms with small capital are sometimes driven to this course, principally through the competing medium of amateur printers, and while it is to be regretted that such creatures, despoiling the 'noble art' by their knavery and incompetence, are fostered and encouraged in our midst, yet no man has any right to be in business, and assume the functions and responsibilities of an employer, unless he can say 'no' at the proper time and in the proper way. Fools may laugh, but their vacant minds will be accordingly measured by the practical business man, who will honor and respect the man who had the fortitude to decline work on which a living profit could not be realized. At any rate, the wholesale trade should be constantly on the alert for such accounts as persistently follow up this illegitimate course and insist upon cash payments."

A COMMON ERROR.—A very common error among business men of limited experience, is that of economizing in the matter of advertising whenever "times are dull," profits small, and prospects not over promising. This is the rock on which many business firms are shattered. But the more experienced and successful merchant realizes the fact that when trade is dull, it is the more necessary to keep his name and his wares prominently before the public, in order the more surely to effect the sale of his merchandise. When trade is active, buyers are plenty and quite apt to ask for what they want, but when the wheels of commerce revolve slowly, and business is sluggish, it often times becomes necessary for merchandise to seek for buyers.

THE PEN AND THE SWORD.—The old saying that "the pen is mightier than the sword" is undergoing a crucial test in England, for the quarrel which is being waged between Sir Garnet Wolseley and Dr. William Howard Russell, the well known war correspondent, appears likely to result in setting the whole of Great Britain by the ears.