

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

HUGH FINLAY,
Editor and Proprietor,
St. John, N. B., Canada.

CASH ADVERTISING RATES.

	1 mo.	3 mos.	6 mos.	9 mos.	1 yr.
One page...	\$10.00	27.00	50.00	70.00	90.00
Half page...	6.00	16.00	30.00	43.00	54.00
Qr. page....	3.50	9.00	17.00	25.00	31.00
Two inches..	2.00	5.50	10.50	15.50	19.00
One inch....	1.00	2.80	5.50	7.60	10.00
One line....	.10	1.00
Notices in reading matter, per line, each ins.	.25				

Name and address in the "Printing Trades' Directory," 25 cents per month, or \$3 per year. Each additional line, giving description, etc., of material manufactured or sold, 15 cents per line per month additional.

Inserts of unobjectionable matter, furnished by the advertiser and printed uniformly in size with the *Miscellany*, will be taken at the following rates:—Single leaf, \$15; two leaves, (four pages) \$25; four leaves, \$40; over four leaves to be subject to special agreement.

All orders for advertising must be accompanied by a remittance to cover the same.

The Printer's Miscellany.

ST. JOHN, N. B., CANADA, MARCH, 1878.

Is It Fair, Gentlemen?

"There is one thing that greatly injures the circulation of the *Miscellany*, viz., the number received at a printing office is passed around for all hands to read, and they will not subscribe for anything if they can get the free reading of it."

The above is a sample of what we are told, at least, a hundred times a month. Now, we ask those whom it may concern, is this fair treatment? We try and make the *Miscellany* interesting to the craft, and send a copy to every newspaper and job office that we can find the address of. In return, the copy so sent is passed around for free perusal and to our great

detriment. It is not sent for that purpose. It is sent for the purpose of informing the proprietors of printing offices what is going on in the printing world, to let them know where and how to buy stock, and that they may introduce it into their offices to the end that their employes may subscribe, and thus help to support it, and from its lessons be better able to perform their labor. We will guarantee that the careful and considerate perusal of its pages monthly must enhance the value, to his employer, of any journeyman or apprentice printer. Besides, it is useful as a work of reference, at least, it is so intended.

It has frequently been urged upon us to stop sending out these copies. Now, we have no intention or desire to do so at present; at least, not until we have exhausted the English language pretty well upon the subject. So long as it is acceptable—and if it is not, we will thank the receiver to notify us of the fact—we will send a copy to every printing office, bookbindery, etc., of which we can secure the address, only expecting in return a few subscribers from each establishment. Of course, if we find unfair treatment is meted out, there is only one course open to us, that is, discontinue sending the paper. We trust that we will not be forced to the latter alternative in many cases. We appeal to the good, common sense of the craft everywhere if it is not worth a dollar a year—about two cents a week—to have an *independent* trade paper in which they can freely express their opinions and ideas respecting the practical workings of a printing office: a paper that is not run as a mere advertising machine. Of course, it would not be complete without advertisements, but they will never be allowed to preponderate or overshadow the reading matter, for as the advertisements increase so will the reading columns. Now, gentlemen, think this matter over, and we feel assured that you will send us a list of all your employes accompanied by the cash. Also send us the typographical news from your section, and we will try and give every man, and boy, too, his money's worth. At the end of the year if any should think that he has not had his due we will refund the money. Come, now, send along the lists. Throw in your mite toward the support of your own trade paper. Never let it be said that the disciples of Faust thought more of a dollar than they do of their honorable calling.