

TERMS OF SUBSCRIPTION.

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

The names and addresses of subscribers should be written plain, in order that mistakes may not occur.

All letters should be addressed to

HUGH FINLAY,

Editor and Proprietor,

P. O. Box No. 737.

St. John, N. B.

ADVERTISING RATES.

One page, one insertion,	\$10.00
Half page, "	6.00
Quarter page, "	3.50
One inch, "	1.00
One line, "10
Notices in reading matter, per line,25

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

The Printer's Miscellany.

SAINT JOHN, N. B., SEPTEMBER, 1876.

IF every employing printer who receives the *Miscellany* will bring it to the notice of all his employes, apprentices as well as journeymen, and endeavor to secure for it their support, it will be esteemed a great favor, and one which will be reciprocated in any manner indicated. We would also ask that every printer, who receives the *Miscellany*, will show it to his fellow-workmen, and to apprentices also, in order that all may be enabled to secure a copy if they should so desire. While our subscription list has received very large additions during the past month, still we feel there must be a large number of printers in the Dominion whose names should be on our books. We hope no sectional or jealous feeling will operate to prevent the printers of Canada from becoming contributors and subscribers to the *Miscellany*, as it is our desire to make it a Dominion institution. Of course, it must be acknowledged that it is rather a small representative at present of such a large interest as that of printing, but we have very strong hopes that it will not long remain so. Should we receive that amount of support from the printers of the Dominion which we fully expect, we promise that the improvement of the *Miscellany* will keep pace with the encouragement and support it receives from their hands. It has not been projected as a money speculation, but as an offshoot of our

extreme veneration and love for the art, therefore, we hope that all friendly to the project will help us in such a way that we be not too severely pinched to meet the moderate but just demands of the printer.

A NEW enterprise in journalism in Canada has been inaugurated by the Toronto *Globe* and *Mail*. Special trains have been engaged to carry bundles of these two newspapers to all the cities and towns of the west on the line of the Great Western railway, between the office of publication and London, Ont., where they will be delivered three hours in advance of the regular mail. That section of country has hitherto been mainly dependent on Detroit and Buffalo for their daily newspaper literature, but now both the *Globe* and *Mail* will be supplied not later than 10 o'clock, A. M., and possibly earlier after everything gets working properly. Some doubts are expressed as to the financial success of the enterprise, and, it must be acknowledged, with some show of reason too. It is only a short time since the New York *Herald* engaged special trains to carry its editions to the west in advance of the mails and it has succeeded beyond expectation. But there is this difference between the cases of the New York *Herald* and the Toronto *Globe* and *Mail*: the *Herald* has a much larger number of customers on its line than the Toronto papers can expect to have for a long time to come. However, the enterprise is very commendable, and it is to be hoped that it will achieve success in the same measure as it deserves it.

DEALERS in, and manufacturers of printing machinery, paper, ink, type and any article used in printing, or by printers and editors, will find the *Miscellany* an excellent medium through which to advertise their stock. It will prove itself the cheapest and best medium they can adopt if they wish to put their materials into the hands of the printers of Canada. The *Miscellany* is sent to every printing office in the Dominion and it has also a large circulation in the United States. As will be seen by reference to the advertising rates the figures have been made very low in consideration of the fact that the terms are cash.

BARNUM said of printer's ink that it was the best friend he ever had. He invested in it largely by judicious advertising and prospered accordingly.