

# THE PRINTERS' MISCELLANY

AN EXPONENT OF PRINTING AND ALL THE KINDRED ARTS

Vol. V.

ST. JOHN, N. B., CANADA, FEBRUARY, 1881.

No. 8.

## TERMS OF SUBSCRIPTION.

THE *PRINTERS' 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,  
St. John, N. B., Canada.

## The Printer's Miscellany.

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### Large Advertisements.

There is a disposition on the part of a few timid advertisers to think that a small advertising card will produce letters of inquiry and orders in exact proportion to the space occupied, and that a card an inch in length will pay a third as well as one of three inches, or a sixth as well as one of six inches. This is, however, a most serious error, and is at striking variance with the experience of the most successful business men, who, we need hardly say, are the largest advertisers.

There is a constant stream of business flowing *somewhere*. If the business man puts out a small embankment from the shore into the shallow waters of the stream, he will intercept but a small portion of the current. When he builds out twice as far and reaches deeper water, he feels the effect of more active movement, and sees that the portion which falls to his share is increased, not only to twice its former volume, but to four-fold; and so, as he strikes out boldly, and fairly dams the stream, so that nothing can pass without being aware of his object, he receives an enormously augmented business. The means he now uses may be but ten times as

great as those he first employed, but they are more than ten times more efficient.

A manufacturer or dealer may have a very large and superior stock of presses, type, ink, paper, etc., and may merit a liberal patronage from buyers of his line of goods, but unless he advertises, and that largely, he will be forced to carry over, from year to year, a large amount of the very goods hundreds, nay, thousands, are on the lookout for or have purchased elsewhere.

An unblemished reputation is one of the best recommendations of a man who must sell much more largely on reputation than from personal acquaintance, as nine tenths of our manufacturers of presses, type, paper, ink, etc., do; but if the name is not made known, and widely known, by liberal advertising, his merits will remain a sealed book to those who would derive the benefit from them.

Advertisements are the most truly cumulative business investment known. Advertise feebly and you will not be troubled with strong customers or heavy receipts of cash. Advertise widely and largely and you will make and keep the most substantial friendships, with a constantly widening and changing circle of customers, for every satisfied buyer can be reckoned your friend. Benjamin Franklin appreciated this when he said: "My son, deal with men who advertise; you will never lose by it."

We see by a cotemporary that a London, Eng., type-founder has "hit upon a capital plan of making newspaper galley-tallies, or 'take clumps,' of solid brass, pierced for shiftable figures." We would inform our esteemed cotem. that these kind of clumps have been in use for at least a couple of years on this side of the Atlantic, and are known as the "St. John Numbered Slug."