

## 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.

## The Printer's Miscellany.

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

NOTICE TO SUBSCRIBERS.—Subscribers will please bear in mind that, according to our rule, all *subscriptions must be paid in advance*. We have continued to send the paper to some whose term had expired two months ago; but should we not hear from them, or the money not come to hand after this notice, and before the next issue, it will be taken for granted that the paper is no longer wanted, the names stricken off the books and the paper discontinued. Send along the subscription price—its only a trifle—and don't wait until you miss a number. Back numbers are hard to get. Besides, if printers will not give their own paper a liberal support, who will? We need the money and you should have the paper.

### To Exchanges and Others—An Explanation.

It is an extremely disagreeable duty, and one not in harmony with our ideas, for us to announce that in future we will only be able to send the *Miscellany* regularly to such offices as shall furnish us with four or five subscribers, should there be that many in the office. To those offices in which there are no subscribers an occasional number only can be sent.

We are impelled to this course by several reasons, the principal of which may be thus briefly stated: There are over 40,000 printing offices, etc., in Canada and the United States into which it is our aim to introduce the *Miscellany*. Our present edition will only average 2,000 copies monthly, and a portion of these are reserved for distribution where they will do our advertisers and the *Miscellany* most good. Every month a portion of these 40,000 establishments are furnished with this paper, and, as soon as the patronage extended to us will war-

rant it, we will only be too glad to extend the field of our usefulness. Again, it has often been brought to our notice by correspondents and canvassers that in many cases where a free copy is sent *regularly*, it is almost impossible to secure a single subscriber. Now, it must be admitted on all hands that this is not fair treatment. The paper was sent in the discharge of a duty to advertisers and in the hope that many might be induced to subscribe for it. But it would seem that this was a mistake. It has been proved, beyond a doubt, that this sending of free copies regularly has been detrimental to the interests of the *Miscellany*, inasmuch as they were passed around for perusal by those who should have esteemed it a duty they owed to themselves and the craft at large, to have aided in the support of a journal solely devoted to their welfare.

To those who have kindly sent their journals—in many instances much higher in price than the *Miscellany*—in exchange, we must express our sincere and warm thanks. But, at the same time, we also feel bound to say that the papers thus sent are of comparatively little use or benefit to us, because of the lack of time to peruse them and of the small amount of typographical news contained therein. An occasional marked paper would answer every purpose, particularly when any change of type, form, ownership, etc., was made, or some paragraph pertaining to the craft found a place in their columns. We have felt a great delicacy in broaching this subject, for we know the exchange was meant as a kindness and encouragement, and as such, we assure them, was highly appreciated by us.

Newspaper publishers and proprietors of printing offices, bookbinderies, lithographing establishments, etc., who wish the *Miscellany* mailed *regularly* to the office, can secure this end by encouraging their employes to subscribe for it, otherwise it can only be sent *irregularly*.

Gus. C. Loewenthal & Co., Philadelphia, Penn., designers and engravers on wood, have removed to 722 Sansom street, where they have improved facilities for carrying on their vast business, for be it understood that besides executing all orders for designing and engraving on wood, they are prepared to supply complete outfits for engravers, etc. They have special outfits, at very low prices, for printers and others, who will do well to send for circulars.