

PUBLISHERS,

DEALERS IN TYPE,

PRESSES, ETC.



Do not look at the millions that

H. C. Stovel & Co.

249 Portage Ave.

Western Printers' Supply Depot

WINNIPEG

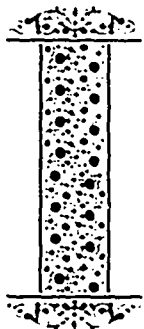


STEREOTYPERS,

READY PRINTS, ETC.

PHOTO-GRAVURE

Our Half-Tone, Relief Line, Engraving Process,
THE BEST IN THE WORLD.



Do not send to the States because you think you cannot get these engravings done well enough here. Our work is unequalled in Canada, unexcelled anywhere.

We make a specialty of engraving and printing illustrated newspaper supplements and special issues.

FAIR PRICES

DESPATCH

Write for quotation and specimen book to . . .

DESBARATS & CO., 73 ST. JAMES ST. MONTREAL.

Messrs. S. W. Partridge & Co.

Sole offering for sale.

ELECTROTYPES OF

48,000 ENGRAVINGS

OF HIGH-CLASS MERIT.

Specially suitable for illustrating books, Magazines, &c. Proof books can be seen at the Office, or proofs will be sent on application, stating subject, size and purpose for which required.

All Communications should be addressed to

S. W. PARTRIDGE & CO., 9 Paternoster Row, London, E.C.

The Ladder of Journalism

... HOW TO CLIMB IT ...

By T. CAMPBELL-COTT AND

A primer of newspaper work, prepared by a practical newspaper man, containing hints and suggestions of value to every aspirant for journalistic honors, telling just what the young reporter wants to know; outlining the duties of each man on the staff in a word, "A Text Book on Journalism." A handsome book of 116 pages.

Price, 50 cents

BLUE PENCIL RULES

A Pocket Primer for the use of Reporters, Correspondents and "Copy Choppers." Short, simple and practical rules for the making and editing of newspaper copy.

Prepared by ALAN G. NEVINS

This collection of rules has received the approval of many of the ablest editors in the country, and a large number of the leading newspapers are buying the books in quantities for distribution among the reporters and correspondents.

Price Ten Cents per copy

Special rates for orders of one hundred and more.

Allan Forman, Publisher, 117 Nassau St., N.Y.

BOOKS FOR PRINTERS AND PUBLISHERS

The most useful works ever published

Specimens of Job Work. By H. G. Bishop. Most useful book ever offered to printers; contains 300 specimens of printing set up in a great variety of styles by thirty different printers in as many offices. Full cloth, price \$2.00. Just out.

The Practical Printer. By H. G. Bishop. Containing valuable information for printers; suitable for the boy, the journeyman, the foreman, the manager and the proprietor. 200 pages, full cloth, price \$1.00. Second edition.

Printers' Order Book and Record of Cost. By H. G. Bishop. Printed and ruled so as to afford a simple plan of recording the items of cost of every job done. Each book contains 100 leaves 10 1/2 x 16 and provides room for entering 1,000 jobs. Half bound, price \$3.00. Third edition.

Diagrams of Imposition. By H. G. Bishop. Schemes for laying down pages, with notes and explanations. Printed on bond paper and bound in red leather to fit the vest pocket. Price 50 cents. Second edition.

The Printers' Ready Reckoner. By H. G. Bishop. Showing at a glance the cost of stock used on job work, quantity of stock required for jobs of from 50 to 10,000 copies, and the number of sheets contained in any number of quires. Price 25 cents. Third edition.

Challen's Job Printer's Record. Indexed through to enter on the left hand page the customer's name and address, particulars of the job, date of order, and on opposite, or right hand page, when wanted, (189), size of paper or card, weight, price, quantity required, cost of stock, cost of composition, alterations, and presswork, total cost, amount charged, remarks, so that in one line all the essential items of a job can be quickly entered and instantly referred to. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size 9 x 12 in.

Challen's Advertising Record. Indexed through to enter on the left hand page the Advertiser's Name alphabetically, Agent, Commission, space, position, rate, number of insertions, date beginning, date ending, amount, when payable. The right hand page, opposite the months (189), wide space for monthly, intervening spaces for weekly, and spaces down for daily, to check when an "ad" begins and ends. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size 9 x 12 inches.

Challen's Subscription Record. For WEEKLY, SEMI-WEEKLY AND MONTHLY JOURNALS. Indexed through to enter on the left hand page date received, blank spaces for the Subscriber's name and the Post Office. The right hand page has the Date of Expiration, Amount and Date paid repeated five times, so that one entry of a subscriber's name does for five years. Also space for remarks. It is especially useful for all Journals whose patrons renew year after year. Prices: 52 pages, \$1.00; 100 pages, half-roan, \$2.00; 200 pages, \$3.00. Size 9 x 12 inches.

By mail, prepaid, to any address, on receipt of price

The J. B. McLean Co. Ltd., 10 Front Street East, Toronto