

ad. in attractive shape, and you will receive his thanks and his continued patronage. Charge a good rate for your space, and then see that you make the space worth all you charge, and you will be happier and wealthier by it. You do not need a type foundry at your command to do it either. Study the possibilities of original display, together with a more simple yet more attractive wording of copy, and you will find that a few fonts of gothic, a font each of nonpareil and brevier bold face, title or most any other such letter that is to be found in every office, and the usual fonts of romans, will suffice to get up many an attractive ad. Put a little brains into it. Take a half day each week, when other work will not bother you, and you will be surprised at what you can do. Occasionally introduce a bit of straight rule or border into the ad., but never, no, never, use curved or diagonal lines, or rule-twisting of any kind.

IMPROVING THE QUALITY.

A noticeable improvement is made in the well-known Lakeside Mills writing paper, the paper being now a loft-dried, tub-sized paper, and, considering that the price has not been advanced, the use of this line will appreciate the change. Buntin, Gillies & Co., Hamilton, carry a complete stock in all weights and sizes of flat papers as well as ruled forms.

The Newmarket Era office has lately produced some blotters advertising the office. The blotters are on one side smooth and are tastefully printed in colors.

THE UNITED TYPOTHETAE.

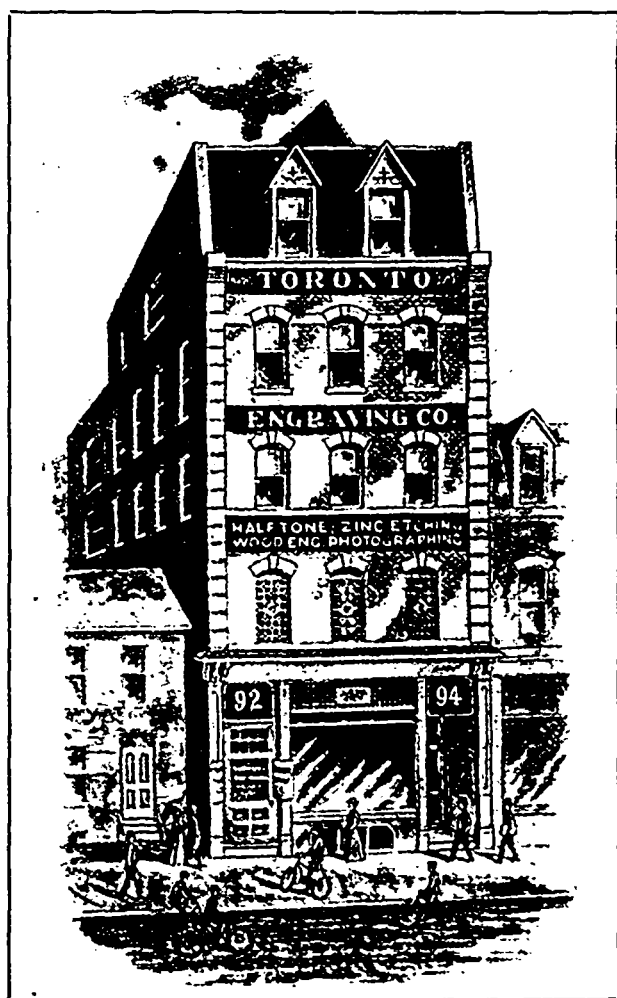
The United Typothetæ of America met at Nashville, Tenn., last month, J. H. Bruce presiding. E. J. Hathaway, of Warwick Bros & Rutter, Toronto was a delegate from Canada. The meeting was very successful, and the delegates were handsomely entertained. The next place of meeting is Milwaukee, and N. L. Burdick of that city is the new president. Alderman Rutter, of Toronto, is the vice-president from Canada.

THE NEW COMPOSITION FINDS FAVOR.

The Re-Melto Roller Composition made by the Toronto Type Foundry is having an immense sale all over the Dominion, and their Gatliff roller casting department is crowded with orders from city and country. By the Gatliff casting process all air is kept out of the mold, and the composition is forced in the mold under steam pressure thereby making a roller free of air holes.

BRONZING.

Many a job printer has found bronze hard to handle with good clean results. The following scheme is well worth the trouble it entails: Run the sheets through the press a second time. After the bronzing has been done, and the sheets are well dusted, take off the rollers, wash the form and pass the sheets through again. The second impression of the clean type against the bronze will give a brilliancy almost equal to gold leaf.



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