

obtained by really first-class descriptions and illustrations of his goods.

He has found that a catalogue containing the best work of both the engraver and the printer will produce an effect on the customer similar to that produced by an examination of the articles themselves.

The two cuts of a paper cutter herewith show excellently the difference between an ordinary cut and a really first-class one. An example of Fig 1., which is a straight half-tone engraved from the photograph supplied to the engravers, will be readily admitted as equal to, if not superior to the illustration used by many manufacturers. A comparison with Fig. 2, however, shows how far from perfect the half-tone is. A close study of both will show that while the first cut gives an imperfect view of the machine, the second, which is a finely painted wash drawing, portrays clearly the most delicate details, and will give almost as good an idea of the mechanism of the cutter as an examination of the machine itself would afford.

The printer should be an authority on engraving as well as printing if he is to do first class catalogue work. He has in many cases the power of placing engravings, and should exert every influence to induce his patrons to stand the expense of good engravings, for this will result in better returns and better profits to the manufacturer, who will in turn readily give the printer better prices for his share of the work, the printing of the catalogue. (Quality always pays.

CANADA PAPER COMPANY.

The annual general meeting of The Canada Paper Co., Limited, was held in Montreal at the office of the company on March 13, when the report and statement of the year's business for 1899 were submitted to the shareholders. The following gentlemen were unanimously elected directors for the current year: Messrs. Andrew Allan, John Macfarlane, H. Montagu Allan, Hugh A. Allan, W. D. Gillean, C. R. Hosmer, and Robert Mackay. At a subsequent meeting of the board of directors, Mr. John Macfarlane was elected president; Mr. Andrew Allan, vice-president. Mr. W. D. Gillean, assistant managing-director, and Mr. John G. Young, secretary-treasurer.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal

SITUATION WANTED.

A YOUNG AMERICAN, WITH FIRST-CLASS REFERENCES, a good business education and some experience in the Job Printing and Newspaper business, wishes to connect himself with some good newspaper office, where he may exchange faithful service for small wages with good chances for advancement. Is at present bookkeeper for a Daily and Weekly Newspaper and Job business. Address "Comp tent," care PRINTER AND PUBLISHER, Toronto. (3)

PARTNERSHIP WANTED.

TWO-REVOLUTION CYLINDER PRESSMAN, PLATEN Pressman, Embosser, Compositor, etc., desires interest in first-class medium Job office. Address "Pressman," care PRINTER AND PUBLISHER, Toronto. (3)

FOR SALE.

FOR SALE AT A BARGAIN—A PROUTY NEWSPAPER AND Job Press that will print five column quarto, almost new. Will be sold cheap. Also a 30-inch Westman & Baker cutter, nearly new, can be had at a great bargain. Address Albert Dennis, New Glasgow, N.S. (3)



OXFORD

ROUND-CORNERED

CARDS

5 SIZES.

5 COLORS AND WHITE.



Taffeta Cover

At \$2.80
per
Ream

is the best low-priced cover paper
on the market.

20 X 25, 40-LB.

6 TINTS.



We have recently received a full line of Goodall's Memorial Cards, including a number of new designs.

Send for list.



BUNTIN, GILLIES & CO.

HAMILTON.

EASTERN OFFICE—
21 Mechanics' Bldg.,
St. James St.

