

Dexter Folder Company

Main Office and Factory
Pearl River, N.Y.
(One hour from New York City.)

Highest Grade...

Paper Folding and Feeding Machinery

NEW YORK

97 Reade St.

CHICAGO

315 Dearborn St.

BOSTON

149 Congress St.

tory it is to pick up a paper and find your advertisement so blurred and poorly printed as to be almost undecipherable! I am aware that in many instances the publishers are not altogether to blame in this respect, as they may have been furnished with poor cuts or electros. In such instances, however, the advertiser should be promptly advised, so that the inferior electros could be replaced with others printable and readable. I refer only to those cases where the fault lies wholly with the publisher, and there are many such, resulting from the combined use of a cheap grade of both ink and paper, worn-out type, and presses which ought to be relegated to the junk shop. I can recall metropolitan dailies that, as far as their typographical appearance is concerned, are a discredit to a backwoods hamlet. Advertising in such publications does not produce the maximum result, for an advertisement may be so poorly printed as to be absolutely valueless.

Further, a publisher should charge all advertisers alike, amount of money spent or space used being taken into consideration. I cannot understand why one advertisement should be charged at a less or greater rate than another. If an advertisement is at all objectionable there is only one way to treat it—don't publish it. If it is not objectionable, it should be placed on the same basis with every other advertisement in the paper. Is there any just reason why a medical advertisement should be charged a premium over any other style of advertisement? Can a publisher advance any sound argument why he should publish an advertisement of a summer resort, for example, cheaper than an advertisement of Fairy Soap, Cottolene or Gold Dust washing powder? The space is worth so much to the publisher, and it should be sold at one price, regardless of how the space is filled. A bicycle dealer does not charge a lawyer one price for a bicycle and a physician an advanced price. That bicycle is sold at a

price, no matter what is the profession of the purchaser. I claim that all advertisers should be charged the same, the discounts to vary according to the amount of money spent or space used in a given time. A card of rates which varies for nearly every kind of business, and no two charged alike, is a ridiculous and unjust monstrosity.

SUBSIDIZED JOURNALISM.

The editor of The Vienna Reichswehr is suing the Austrian Government for \$50,000, the political subsidy of that journal under an agreement made with Premier Badeni in 1896. By this agreement, which the editor has in his possession, the Government agreed to pay him \$50,000 per annum on condition that he would invariably obey instructions in shaping the policy of the paper. After Badeni's fall, his successor, Baron Von Gautsch-Frankenstein, and later, the present Premier, Count Thun-Hohenstein, repudiated the agreement with the editor, who then attempted to make a similar contract with Count Goluchowski. Failing in this, and finding himself at the end of his resources, he brought an action against the Government.

STEREOTYPING PLANTS.

The F. Wesel Manufacturing Co., New York, report that stereotyping apparatus, with electric attachments, are now being freely ordered by printing establishments on this continent. The company have just sent abroad the first and only electrotype and stereotype plant ever made, where all of the machinery requiring power is connected with direct electric motors. Mr. Wesel, president of the company, has just returned from abroad, where he has been giving his personal attention to the installing of this plant in Berlin, and reports that it is giving the best of satisfaction.

Thorne Machines ARE... Money Makers

AND WILL EARN THEIR COST IN A FEW MONTHS' USE.

Will Set Type...

Of any Size
In any Measure
For all Classes of Work
In any Language

Will Produce All Grades of

Newspaper, Periodical
and Book Composition

AT LESS THAN ONE-HALF THE COST OF HAND WORK.

The only type setting and distributing machine in actual use in composing rooms of AMERICAN, ENGLISH, FRENCH, GERMAN, FINNISH and HEBREW publications.

Sole Agents for Canada

Send for Catalogues and Testimonials.

THE TORONTO TYPE FOUNDRY CO., Limited.

HALIFAX.

MONTREAL.

TORONTO.

WINNIPEG.

VANCOUVER.