

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

CHICAGO

BOSTON

97 Reade St.

315 Dearborn St.

149 Congress St.

be advertised extensively in Canadian dailies and weeklies. H. A. Beatty, of the Corticelli Silk Co., Montreal, is the promoter of the new concern.

The new advertising now appearing in the papers for the "El Padre" cigars is handled by A. McKim & Co.

J. P. McConnell, of "Slater Shoe" advertising fame, is leaving for Toronto, where he will open an ad.-writing and promotion bureau. He will prepare and place advertising of all kinds, but he will continue to look after the interests of the "Slater Shoe" as well. Mr. McConnell's bright work has so commended itself to advertisers and to the public that his future success is assured.

The "Maypo" soap people, who are using a large amount of space this year (through A. McKim & Co., Montreal) in all the best dailies and weeklies, are getting splendid results, which amply demonstrates the wisdom of their course in advertising this new, scientific, up-to-date home dye on a liberal scale, and making its merits known in all the homes in the Dominion in the shortest possible time.

The Barrie Advance records that by allowing the clause "200 lines for locals" (in exchange for tickets), to go into its advertising contract with the Main circus, although the agent was told the paper would not give so much, another agent came along later and demanded the full terms of the contract. The Advance says, of course, the contract should not have been signed, and suggests that publishers should have two contracts with circus agents, one for advertising, the other for locals.

THE CADADIAN NEWSPAPER DIRECTORY.

Another page contains the announcement of the forthcoming second edition of this work, which the publishers promise will contain several new feature that will greatly increase its value both to the press and the public. It is understood that the publishers, A. McKim & Co., have purchased new type for the whole book, Miller & Richard's 8-point old style, and will keep it standing from year to year so that the work may be kept corrected up-to-date and published regularly with the least possible delay.

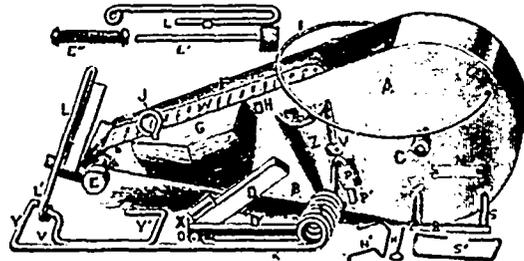
It was a task worthy of the enterprise of this thriving advertising agency to produce the first regular Canadian Newspaper Directory in 1892, which was a very creditable work, and we wish them all possible success with the second edition.

ENGLISH CLOTH BLOTING.

English cloth blotting is a line of very fine blotting, embossed in imitation of canvas. It is carried in stock by Buntin, Gillies & Co., Hamilton, in four colors, of usual size, and 100 lb. weight, at 15c. per lb. flat, or can be cut to any size in convenient shape for printing.

The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time, should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

R. Dick's Seventh Mailer.



OVER
8,000 IN
USE.

NO
BETTER
MAILER
MADE.

Worth more to the printer than Klondike gold, is R. Dick's Seventh Mailer. A great time-saver—and time is money. With it experts have addressed from 6,000 to 8,000 papers in less than an hour. For information concerning Mailer, address

R. DICK ESTATE

Price, \$20.25 without Royalty. 139 West Tupper St., BUFFALO, N. Y.

Newspaper Printing

The MacLean Pub. Co.
Limited
Printing Department
MONTREAL...
AND TORONTO

All kinds of Newspaper Printing done with care, accuracy, and speed. An immense stock of fancy type. Fast machinery. Every facility for the printing and publishing of weekly, bi-weekly, or monthly journals.

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application to
THE MANAGER

Printing Department
The MacLean Publishing Co.
Limited

The Toronto Patent Agency

Limited

CAPITAL, - - \$25,000.

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Life Building

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