

WHAT AN ADVERTISEMENT SHOULD BE.

Mt. Frank A. Munsey, in an address before the Sphinx Club of New York on "Advertising in Some of its Phases," says: There are just two things to be kept in mind in the preparation of an advertisement—first, something to fix the reader's attention upon your particular advertisement, and second, the talk to the reader. What you say, your argument,

your talk to the reader, should be attractively set, plain, neat, simple, short sentences and short paragraphs, and large clear type, well leaded. Cramped space does not give scope for well-set advertisements containing any considerable argument. Fine type closely packed together is unattractive, forbidding, and suggestive of hard work. The reader does not want hard work; he wants good easy reading—reading so easy, so attractive, so

alluring, that he slides down a page without having intended to read it at all; but once having read it, it matters not what his intention was, the advertiser has got in his deadly work. He has begun to make himself known to that particular reader, and has laid the foundation for future intercourse.

Advertise in the CANADA LUMBERMAN.

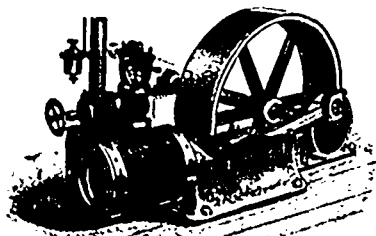
Wm. M. Dunlop

Accountant and Auditor

14 Hamilton Chambers, St. John St. east, Montreal, Que.

LUMBER ACCOUNTS A SPECIALTY

.... CORRESPONDENCE SOLICITED



LEONARD-TANGYE ENGINE.

E. LEONARD & SONS. LONDON, ONT.

... Makers of ...

ENGINES and BOILERS

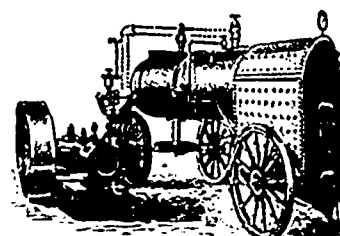
For Lumbermen and Others.

For any Purpose, and of any Power.

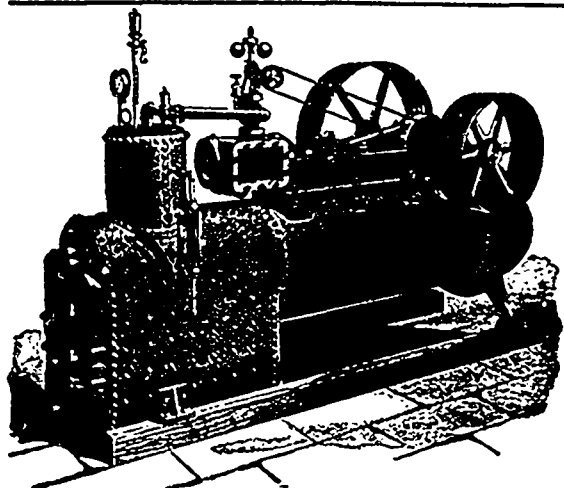
We make Several Styles, but only One Grade—THE BEST.

If you need Steam Power, write to us, stating your requirements, and we will quote you prices.

Write for Catalogue No. 35a.



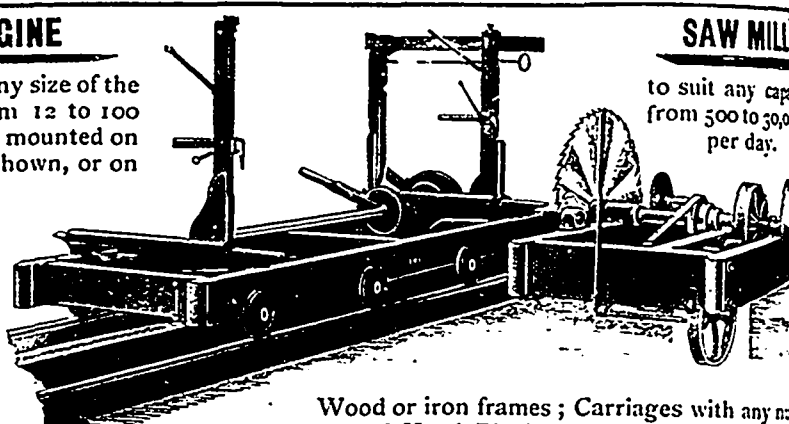
LEONARD CLIPPER ENGINE AND LOCOMOTIVE



PORTABLE ENGINE

We can furnish you any size of the above style Engine from 12 to 100 H.P., either on Skids or mounted on wheels with Engine as shown, or on separate Frame.

Also Engines, Boilers, Double Edgers, Trimmers, Top Saw Rigs, Log Jacks, Niggers, Shafting, Pulleys, Gears, Saws, etc. We can save you money. Let us quote you prices. Catalogues free.



SAW MILL

to suit any capacity from 500 to 50,000 per day.

Wood or iron frames; Carriages with any number of Head Blocks.

ROBT. BELL, JR., Box 35, HENSALL, ONT.

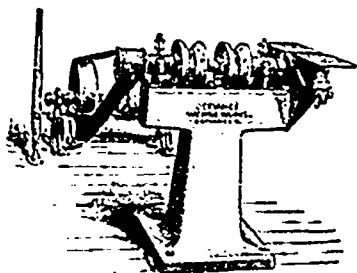
ESTABLISHED 1850

THE DEFIANCE MACHINE WORKS

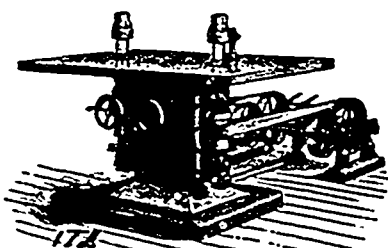
Designers and Builders of

DEFIANCE, OHIO, U.S.A.

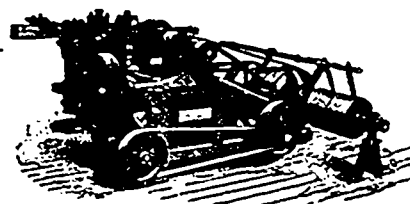
PATENT HUB, SPOKE, WHEEL, WAGON, CARRIAGE,
BENDING, HANDLE AND BARREL HOOP MACHINERY



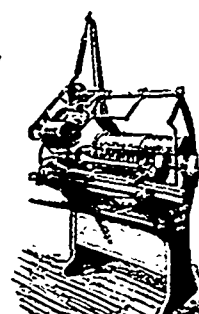
PATENT NO. 0 ROUNDING AND CORNERING MACHINE, WITH 6 INCH BUZZ PLANER ATTACHMENT.



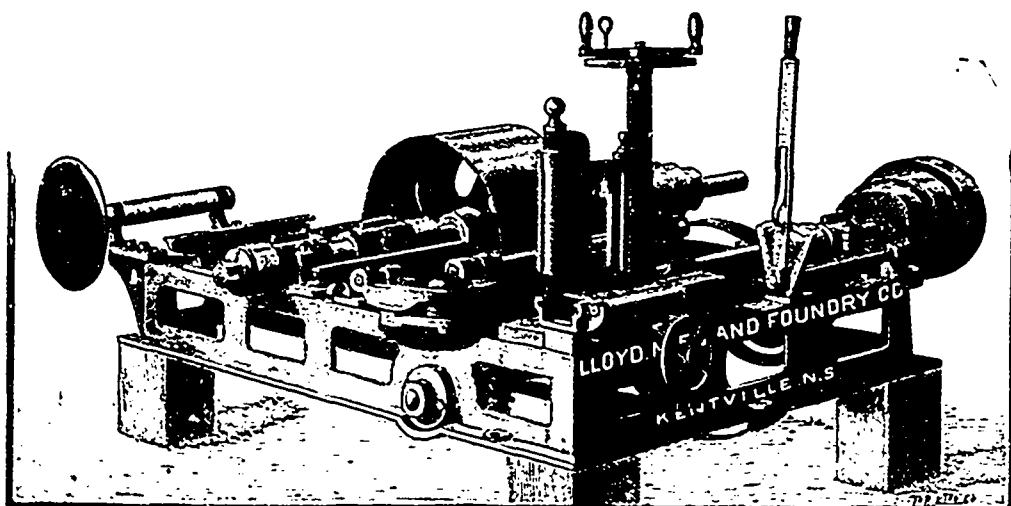
DOUBLE SPINDLE SHAPING MACHINE



AUTOMATIC SAWED HOOP PLANER.



COMBINED SPOKE TRIMMER AND SQUARING MACHINE Capacity, 2,500 Spokes per day



Lloyd Manufacturing Co'y

JOHN I. LLOYD, Proprietor

SAW MILL OUTFITS

Pulp Machinery, Belting, Etc.

OUR SPECIALTIES:

Band Saw Mill Machinery, Improved Rotary Saw Mills, with Green Mountain Dogs, Also Screw Post Dogs, Turbine Water Wheels, Power Feed Gang Edgers, Buzz and Surface Planers, Heading Rounders, Stave Machines, Stave Jointers, Stave Planers.

KENTVILLE, N.S.