

THE CANADIAN PRINTER & PUBLISHER

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To Progressive Printers :

IN THIS age of progress it behooves every man who has an ambition to ride on the waves of success to be up and doing. The slow, the sleepy, and the indolent must sink, unless they awaken from drowsy dreams of primitive times. The ruts are deep, and in some cases may be hard to get out of; but the man of energy, intelligence, and courage, no barrier can long stand between him and the grand possibilities of the age. It will not do to forever theorize. One must act as well as think; must use brain, muscle, and nerve to accomplish great things desired.

Our remarks are addressed to the intelligent printers who may peruse this paper. With such we want to have a plain, matter-of-fact chat on our relations to and with them. We have found by our experience in business, that to get the best of everything in our line gives universal satisfaction to our customers, and brings more lasting returns to ourselves. Then, if this argument holds good in our case, how much more will it in the case of printers and publishers. To give your readers every week a newsy, spicily, and neat paper, is to gain their lasting patronage, and bring to you more business and new subscribers.

If, for prudential and economic reasons, you desire, as publishers, to use ready-prints, then it will be immensely to your advantage to select sheets that present the least objectionable features, and offer the most points of superiority. We claim for the ready-prints of the Toronto Type Foundry Co., Limited, that embodiment of all the advanced ideas in the ready-print business, and, while we make this claim, we especially invite comparison with the best of those of our competitors. There is nothing that gives such prestige and influence to a journal as enterprise in management and neatness in appearance. This fact having been proven to our entire satisfaction, we have determined to do all in our power to make our ready-prints come up to such a standard of excellence as to overcome all objections to the ready-print system. We have revolutionized the business, presenting such elements of excellence in a mechanical and literary sense, that the old style of heavy-looking "patent" is nowhere discernable in our ready-prints.

Freshness and novelty are in our line, and we never let an opportunity pass to give our customers the benefit of everything novel and new that is transpiring in the outside world, leaving them to devote their time and energy to the business and local departments. We take pleasurable pride in our business, and never feel that one effort in the upward march was thrown away, for the many enterprising and intelligent printers who now, as in the past, benefitted by the system we have inaugurated and maintained, fully attest the wisdom of a policy that has become a part of our business—excellence and fair-dealing.

We believe that whatever is worth doing is worth doing well, and that every publisher, whether in a hamlet or town, owes to the readers of his paper to do the best he can for them in the way of entertainment, for there are many families in the country who depend solely upon their home paper for the current literature and news of the day. Therefore, the publisher, who has his heart in the business, is in duty bound to make research and effort to do better. Some country publishers using the ready-prints, who have formed pleasant relations with other houses, continue giving their readers the old "patent," simply because they do not wish to break away from the ties of the past. BUT THERE ARE MANY WHO ARE CONSTANTLY ON THE LOOKOUT FOR SOMETHING BETTER, AND ARE ON THE POINT OF MAKING A CHANGE, TO THOSE WE WISH TO SAY, LOOK CAREFULLY OVER THE FIELD, AND IN DOING SO, GIVE MORE THAN A PASSING NOTICE OF WHAT WE HAVE TO OFFER. All we desire is that the enterprising, observing publisher compare our ready-prints with any in the field and then decide.

We are now furnishing ready-prints to 150 of the most progressive papers in Canada, and in nearly every instance the papers that have been with us for six months or over have increased their orders, which is abundant proof that our ready-prints are giving satisfaction.

Toronto Type Foundry Co., Limited

We Print Ready-Prints at Toronto
and Winnipeg. * * * * *

44 Bay Street, TORONTO.
175 Owen Street, WINNIPEG.