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Service.

Electrotyping is an art that few people understand and yet when one becomes acquainted with it they then realize its value and can rapidly appreciate that which is accomplished by the different processes involved Electrotyping is most valuable to advertising men, for it cuts down expenses. Sometimes you may pick up a newspaper and go over the advertisments and then look at a magazine and find the exact duplicates of them. It is interesting to know how this is done.

First of all there is only one original drawing. It is sent to the electrotyping company on half-tone plate. There is no set of the public several and the found of the major that its impossible to use it against the thing that has been established for some ten to the first of all there is down one that its interesting to know how this is done.

First of all there is only one plate. There is is made into a master plate from which there can be produced unlimited numbers of duplicates. It works out something the same as the reproduction of thousands of phonograph records from one impossible to use it against the least bit of monkeying will completely destroy a frail the grant is limpossible to use it against the least bit of monkeying will completely destroy a frail to monkeying will completely destroy a frail to monkeying will completely destroy a frail there is no the completely destroy a frail there is no neath the least bit of monkeying will completely destroy a frail way and purchase a new one. Just on the will not have the same as the reproduced unlimited numbers of others. There it is made into a master plate from which there can be produced unlimited numbers of duplicates of them. It is interesting to the control of the produced unlimited numbers of duplicates of the control of the produced unlimited numbers of duplicates. It works out something the same as the reproduction of thousands of phonograph records from one master' record.

The locals firm at 211 1-2 King street is a branch of the Rapid Electrotype and ste

matrix work. At the Toronto plant new equipment has been put in to take care of lead molds, wax mule engravings, nickeltype and colored plates. The wax rule engravcolored plates. The wax rule engravings, for instance, make far better reproductions than hand-set rules By the use of the special wax method every, joint is perfect, something which is most difficult to achieve in hand-setting. These wax rule engravings are used in connection with order forms, charts, seals, time sheets, circles and other irregular shapes in

various sizes.

The work of the Rapid Electrotype Company, Limited, extends from coast to coast. Printing houses, advertising agencies, etc., use the complete service of the company to fill their preeds. No job is too small for the service of the company to fill their needs. No job is too small for the firm. The staffs are ready and will-ing to co-operate in every way pos-sible to provide the utmost in service.

### Old Magazines Made Like New

Charles Chapman Company Assures Satisfactory Work.

Have you any old magazines around the house? Some of them them may have serials in them that would be interesting to keep. Why not go up in the attic. gather them all up and have them bound? It would make a neat edition to the family library and might prove interesting to the occasional relative teresting to the occasional relative or friend that drops in once in a while.

The Charles Chapman Company, 91 Dundas street, does work of this description for individuals and concerns all over Western Ontario. They cerns all over Western Ontario. They are doing a great deal of work of this kind at present and many of their customers who are seeking their services are ones of many years

Then again the firm may be able to serve you in some other way. It has the distinction of being the pioneer Canadian concern in placing a practical system of loose leaf scho note books on the market in this country, and for twenty years now this concern has been supplying the needs of Canadian students along this line. They also manufacture commercial forms, such as ledgers, bound books and all similar articles used in banks and other business houses. As well as this, it carries on an extensive trade in binding books for individuals and libraries. Another important line of the firm is the gold portant line of the firm is the gold embossing of rames or initials on all kinds of leather goods. Bibles, bags, etc. They do individual names or quantities of gold lettering at very moderate prices and have a well-earned reputation for turning out work of the highest order. work of the highest order.

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"Skilful workmanship and only the best materials" for the last 35 years has been the watchword of the local painting and paperhanging firm of W. T Pace & Son 251 Ridout street south. And it is because this concern has consistently lived up to this motto that its success has been so marked.

Fred Pace, the manager, has had many years' experience in this field and because of this can give expert advice on all painting or paperhanging problems that confront the ho Mr Pace is skilled in his profes

sion. In interior and exterior decorating he has a wealth of knowledge pased on actual experience and keen study of the new things which are decreed by leading decorators. It makes no difference whether it be wall paper or paint, Mr. Pace is in a position to offer the services of an overest.

One of the big features which Mr. Pace follows up is doing interior dec-orating during the summer months At this session there is a better opportunity to devote more time and attention to a contract and the cus-tomer has a much better range of materials from which to make

Many of my patrons are seeing the advantage of having decorating and painting done during July and August while they are on their vacations," said Mr. Pace. "They select the wall paper designs or paint colors and then leave us in charge of the house. When they come back they and averything in proper order. invention. Machines and processes were developed as never before. Any-Commercial Electric, next door to the Grand Opera House, and get an find everything in proper order. Everything has been cleaned up and furniture and furnishings restored as whether it is to be a two-room cot-tage or a palatial residence, it will they were prior to the job being hay to get expert electrical advise on the matter of wiring it, and providing the very best illumination in it at the

It is a fact that Mr. Pace has wo knows that he has trustworthy and responsible men in his employ and that in taking such a contract no risk is being run whatever while a customer's home is temporarily in his it. You remember the old time moth

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