

be encouraged, while on the other hand, the city boys, in view of the almost uniform success which their country cousins achieve, should emulate their methods, their industry, their persistence and self reliance, and putting aside the pleasures and frivolities of every-day city life, train themselves in a way to insure to their benefit the great natural advantages by which they are surrounded. {The Office.

STARTLING, BUT TRUE.

The first time a man looks at an advertisement he does not see it.

The second time he does not notice it.

The third time he is conscious of its existence.

The fourth time he faintly remembers having seen it before.

The fifth time he reads it.

The sixth time he turns up his nose at it.

The seventh time he reads it through, and says, "Oh, bother!"

The eighth time he says, "Here's that confounded thing again!"

The ninth time he wonders if it amounts to anything.

The tenth time he thinks he will ask his neighbour if he has tried it.

The eleventh time he wonders how the advertiser makes it pay.

The twelfth time he thinks perhaps it may be worth something.

The thirteenth time he thinks it must be a good thing.

The fourteenth time he remembers that he has wanted such a thing for a long time.

The fifteenth time he thinks he will buy it some day.

The sixteenth time he makes a memorandum of it.

The seventeenth time he is tantalised because he cannot afford to buy it.

The eighteenth time he swears at his poverty.

The nineteenth time he counts his money carefully.

The twentieth time he sees it, he buys the article, or instructs his wife to do so.



We have to congratulate R. Hicks, the Kincardine stationer, who was burnt out in the beginning of May, on having his stock covered by insurance. Insurance these days costs so little that if only for peace of mind one would think everyone would avail himself of its advantages. To a man who buys for cash no one has a right to dictate, for his goods are his own to run risks with, but for those who owe large sums to the wholesale

houses to neglect to insure their stock, which in reality is not their own, is, in our belief, nothing short of criminal neglect.

Mrs. Parmenter, the Winnipeg stationer, was also burnt out the first week in May, but we have not heard about her insurance. We only know that the total loss by fire of the burnt stock was \$50,000, while the insurance only aggregated \$18,000.

Trade is very good for the season of the year.

Mr. J. M. Young, of C. M. Taylor & Co., has returned from a very successful business trip to the Pacific Coast. Mr. Bell, of the same firm, is in St. John, N. B.

The Toronto News Company has arranged to send out early in July sample lots at \$10, \$15 and \$20 each, representing the entire line of Hildesheimer & Faulkner's Christmas cards.

The removal of the Clifton branch of the Toronto News Company to Toronto has given great satisfaction to the trade. It has effected a saving in express charges and is much more convenient in every way.

Samples of Hagelberg's booklets have been received by C. M. Taylor & Co. They maintain the high reputation that has already been won by this firm, and promise to sell as well as their Christmas cards.

Mr. Vizetelly, the well known bookseller of London, has been sentenced to three months' imprisonment for publishing Zola's novels.

"The Sliding Scale from Scriptural Truth and Primitive Rites to Union with Rome" by a Septuagenarian, is the title of a little book offered to the trade by the Willard Tract Depository.

The Toronto Mail is offering two prizes for the best designs for an advertisement of their "Birth, Marriage and Death Announcements" column. The first prize will be \$25.00, the second prize \$5.00. The designs are to be in the first of July.

Anyone who has got it into their heads that the good old custom of sending friends and loved ones Xmas cards at the holiday season is dying out has only to look over the order books and samples of the publishers to have that idea quickly exterminated from their minds. The display of cards, booklets and novelties for this season far exceeds that of previous ones, while the prices are considerably lower, and one would wonder how they could be put on the market at so low a price. In looking over the work of the well-known house of Raphael, Tuck & Son, we were shown a reproduction of the great Raphael masterpiece, the "Madonna Sixtina," the most famous picture in the world. This is the finest piece of chromo-printing yet shown and reflects great credit on the publishers. Their art booklets in number and workmanship will be far ahead of previous years.

Mr. J. D. Sherlock, music dealer, of Kingston, would not be without BOOKS & NOTIONS. He says he watches the advertisements closely.



It is reported that the Toronto newspaper compositors are considering the propriety of charging 33 1/3 c. per thousand for composition and allow the "ads" to be set up by the office. The present rate is 30c. and all advertisements are put on the hook.

Brough & Caswell, of Toronto, have moved into new and commodious premises at 10 Bay Street and have made large additions to their plant. They have put in a Campbell, four roller, two revolution, supplied by the Toronto Type Foundry.

The first printing press set up in America was in the autumn of 1638, at Cambridge, Mass., by Stephen Daye. The earliest work issued from this press was styled "The Freeman's Oath."

The state of the printing business throughout Canada has been quite dull until recently. A decided improvement is reported.

The newspaper men of Montreal have organized a Press Club, with Richard White, M.P., of the Gazette, as President.

A weekly paper is to be started in Carberry, Man., by Mr. R. E. Belfry. The plant has been purchased from the Toronto Type Foundry.

The thirty-seventh annual session of the International Typographical Union assembles at Denver, Col., on Monday, June 10.

The failure of Spalding & Hodge, paper manufacturers, in England, is the heaviest ever known in that line of business. The liabilities are reported to be \$2,500,000, and assets \$2,000,000. The firm had been established nearly one hundred years and commanded unbounded confidence.

THE HEALTH OF PRINTERS.

"I'm all broke up!" Such is and has been the exclamation of many a whole-souled, but "half-bodied" comp, as he has stripped himself for one more night's agony under the hot gaslight of the composing room of one of our great morning papers.

"And why are you 'broke up?' my friend. You don't know? Because you cannot feel good, anyway? Because you work nights? Not that? Well, allow me to tell you why you, and, unfortunately, the most of your fellow-workmen are forever feeling that indisposition. It is simply this: You do not take the proper amount of exercise. You have no regularity in your habits. You neglect your sleep; you eat whenever you feel so inclined, whether your food distresses you or not, and you put into your stomach at such times 'stuff' which is entirely unwholesome; and,