

the end of three months have been returned, and the proprietor seems to have gone on an extended holiday. It is surprising that such a number of Canadian newspapers were enticed by the bait. And some papers are still inserting the copy in apparently serene contentment. Comment is unnecessary. Canadian publishers have been warned time and time again to forbear from accepting such offers, fraudulent on their very face. Business is business. We only hope that experience is as great a teacher as it is proverbially said to be.

A NEW YORK MAN'S IDEAS.

I have received a copy of the report of the annual dinner given by the Sphinx Club in New York, the well-known society of advertising agents in that city, of which Mr. F. James Gibson is the secretary.

The discussions are very practical, and the remarks of Mr. J. A. Richards contain some interesting suggestions, which I quote for the benefit of the readers of this column: "Again, I would like to see this departure along the line of individuality, viz., a magazine, which could be furnished either with or without its advertising pages, and the advertising section to be entirely edited by the magazine itself, and charged extra for, with the frank statement made that no advertiser could enter its pages who wasn't endorsed by its advertising department. This would involve higher rates and better service.

"Again, I would like to see a newspaper tabulate bargain news in dry goods, giving names and addresses from day to day, just as they would stock sales, and charge the various advertisers for the space which they occupy, and

permit display advertising only on specialties which cannot be thus tabulated, thereby treating the dry goods store matter as news.

"I would like to see a company capitalized in the millions whose business should be to take hold of and exploit deserving commodities of those who haven't the capital to forward them, on terms profitable to owner and promoter.

"Again, I would like to see billboard advertising regulated by law, so that any man proposing to use boards would have to take his design and matter to some properly-constituted authority and get a license to go ahead. The face of nature belongs to the public. A man buys his newspaper, but the landscape along the railroad is thrust upon him; and there ought to be some effective way to prevent offences against taste either in art or morals."

PUSHING BUSINESS.

An exceedingly pretty little booklet has been issued by Mr. Abraham, the advertising manager of The Toronto Star, containing short testimonials from leading advertisers as to the value of the paper's columns. There are a great many weekly offices in Canada which can do just as fine printing as has been put into this booklet, and, as they can do the work for themselves, it is a wonder that they don't all go in for something of the kind. Such a booklet can be used for a long time, both for the purpose of confirming the good opinion of present advertisers and of acquiring new ones. It also shows that you are fully alive. The tremendous efforts which the dailies make to push their business necessitates a weekly publisher making unusual efforts himself and to keep his hold upon the advertising public is one of the best things he can do.

GET THE BEST THE HORTON MAILER IS THE BEST.

THE HORTON MAILER is guaranteed to do better, easier and faster work than any other machine.

It is easy to learn to operate, requiring but a few minutes' practice to attain a good rate of speed.

It is held naturally, does not cramp the muscles of the hand or arm, and can be operated equally well with either hand.

It perfectly guides and thoroughly pastes the slips, scrapes off all surplus paste, and the papers or wrappers are not stuck together.

It has reversible knives, with two cutting edges, and by means of the adjusting mechanism the knives can be kept so perfectly adjusted that they will remain sharp much longer than those of other mailers.

The paste is supplied by a simple wooden roll, which is easy to clean and will last for years, and does not get out of order as do the troublesome, unclean belts and numerous pasting parts of other mailers.

It is nicely and strongly made in every part. No "gingerbread" work. It is made to last. It is 12 inches long, 3 inches wide, 5 inches high, and weighs 2 1/4 pounds. It is packed in a strong wooden box.

No matter what Mailer you now use, it will pay to replace it with the Horton.

Price

with Paste Strainer, Extra Knives,
Screwdriver and Oil Can, packed in
a strong wooden box.

\$20 NET.

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Full Instructions with each Mailer.

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TORONTO, ONT.

OR BRANCHES:

HALIFAX: 146 Lower Water St. MONTREAL: 787 Craig St. WINNIPEG: 175 Owen St. VANCOUVER: 116 Columbia Ave.

