

Company. They are also taking up a new line of papers for Bendsorp's cocoa. Henry Birks & Sons, jewellers, Montreal, are increasing their advertising patronage and A. McKim & Co. will place the matter. Berbner's Gramophone is to be advertised in a list of papers compiled by the same agency.

THE ADVERTISING FIELD IS NOT EXHAUSTED.

Some of the advertising managers of our smaller papers throughout the Dominion might find it profitable to make the rounds of their advertisers and ask them to increase their space, change it to better positions and re-write their copy.

Country storekeepers are often slow. They are not so slow that they will not advertise, but they seem to think that a small continuous advertisement, stowed away in the inside pages that are seldom read, will bring them all the benefit that can be obtained from advertising.

There is more money in advertising in the small country weeklies for the publishers and for the advertisers than is now being brought out. Not long ago, in a Western-Ontario newspaper, there appeared for five years, week after week, an advertisement of a planing-mill man, who said he had just rebuilt after the fire and was ready to meet the wants of his old customers. That is a fact. It is hard to say which was the slower, the publisher or the advertiser.

If Canadian publishers could recognize what opportunities they have for making their advertising valuable, and increasing their advertising patronage, there would be more advertising solicitors in this country finding a profitable employment.

"HUTCH" IN LIQUIDATION

The affairs of the concern which placed "Hutch" on the market have been before the courts in Toronto. The liquidator has prepared a statement showing liabilities of \$43,400 due mostly to newspapers for advertising. The court authorized the transfer of the estate, consisting chiefly of "Hutch" and "Celery King" trade marks, to F. W. Kahle, he to pay off the creditors at the rate of 20 cents on the dollar. The Globe Sign Co., of Akron, Ohio, are seeking to set aside this arrangement. Some advertising men say that "Hutch" was a good remedy and well pushed but that it was sold at too low a rate (10c.) to recoup the promoters for the large sums necessarily spent to introduce it to the public.

TO RUN UNITED STATES ADS. IN CANADA.

The Delineator and The Designer, two American fashion magazines, have withdrawn their old-style Canadian editions. Hereafter Canadian editions will

appear in a different form, with the Canadian advertising in the first forms. The American advertisements will then come across the line. John Adams Thayer, of New York, will be the advertising manager of both publications.

ADVERTISING IN POLITICS

A curious episode in politics is that of the quotation of a man's advertisement to form a feature in a local campaign. The Conservative candidate in South Grey is Mr. Richardson, a well-known merchant, against Dr. Landarkin, the Liberal candidate. The two parties differ on the merits of the preferential tariff, and the Liberals have quoted an advertisement of Mr. Richardson's firm in *The Flesherton Advance* as an indication that the lower duties on British imports have benefited the consumer. The advertisement said:

Fourteen large cases and bales direct from Manchester SS. Lake Ontario. There has been a substantial reduction of import duties on British goods under the new preferential tariff, and we can confidently promise some excellent values all the line.—Signed, M. K. Richardson & Co.

AN EXEMPLAR IN PRINTING.

A book which has for its title, "On the Making of Printed Books," must certainly be an example of correct printing and book-making itself, and the booklet of this name issued by Warwick Bros. & Rutter, Toronto, lacks none of the qualities of the best specimens of printed books. The cover design is an old-fashioned engraving with lettering to correspond. The body type of the booklet is long primer, with marginal headings for each paragraph. Half-tone engravings of the composing-room, press-room and bindery in Warwick Bros. & Rutter's establishment are in great contrast to the old engraving of the interior of a printing office in the 14th century which makes up the frontispiece.

Apart from the excellence of the reading matter, which is interesting and to the point, the booklet should be appreciated by all printers on account of its artistic merits, which are above criticism. A copy of it would be valuable to any printer.



THE GRANGE, TORONTO.
The Residence of Professor Goldwin Smith.