

Dexter Folder Company

Main Office and Factory
Pearl River, N.Y.
(One hour from New York City.)

Highest Grade...

Paper Folding and Feeding Machinery

NEW YORK

97 Reade St.

CHICAGO

315 Dearborn St.

BOSTON

149 Congress St.

We should not be surprised then if the usefulness of the one is not more lasting than the usefulness of the other.

In conclusion, I will say I have always devoted more attention to soliciting home advertisers than I do to the foreign advertisers. I do not entirely neglect the latter, but I have found that foreign advertisers desire to cover only certain localities each year, except in a few instances, and they select the best papers and use them. They are not easily deceived, and the paper with the largest "proved" circulation secures the plum, whether it asks for it or not. This is the experience of one editor, who is of the opinion that the experience of editors in other portions of the State will not be widely different. My booklets and circulars are mailed to foreign advertisers who are offering an article which could be properly advertised in this section. Sometimes the results of this method of soliciting are slow and discouraging, but I do not sign contracts for advertising in exchange for anything but cash—except with one concern with which The Talk has been doing business for many years. A solicitor will find it much easier to secure contracts of this kind after he has convinced his customer that the space he sells is worth so much to him in cash—not in dry goods or scrap iron. If one receives cash he is enabled to pay cash, and that to me is the only wise plan of dealing. If my plan does not meet the approval of those who hear it, please do not condemn me. I have written only with the hope of helping others to the same measure of success that I have, by the grace of a Divine Providence, achieved during my brief career as a newspaperman.

FOR A NEW DRESS.

To the Editor of PRINTER AND PUBLISHER, Toronto

I want to buy a complete new dress for my paper in the near future, and, as I am ambitious to have the neatest looking country paper published in my section, I would like your assistance or advice in the selection of type. My idea is to use brevier (to correspond with our plate service) for the body matter, and to buy, say, four styles of display type in full series and double fonts. Then select half a dozen nice borders, and get new head rules, column rules, etc.

PUBLISHER.

[You cannot do better than to buy a brevier to match the plate, buying, also, head letter to match that used in plate. Nor can you do better than to buy rather complete series of DeVinne, DeVinne condensed, and DeVinne extra condensed. Such an outfit will give you all the display letter you will require, so long as you make certain to get enough of each size. You will find ten and twelve-point old style mighty handy for a body letter in large ads. Do not buy any extended letter. Get light-face head rules in preference to the heavier sort, which show up too black. You will find it a simple matter to select pleasing borders, remembering that three and six-point borders should be quite distinct, while twelve-point should be "half-and-half," after

the style of the "Flame" border. The A.P.A. series of Roman, made in 7, 8 and 9-point, matches the plate matter. Write to Toronto Type Foundry Co., Limited, for sample sheets.—EDITOR.]

TORONTO PATENT AGENCY.

In another column of this issue is a card of The Toronto Patent Agency, Limited, Toronto, Canada, incorporated and chartered under the Ontario Company's Act, to do the general patent agency business. This is the only incorporated company of its class in Canada, although in England there are many and very prosperous concerns of this class. It is composed of many of Toronto's leading citizens, and on its list of stockholders are many well known inventors and patentees. Those having business to do with the company can depend on honorable treatment and on having their business well looked after. The managing-director, Mr. J. Arthur McMurtry, is a man well known to the business community of Canada. The company has established offices in all the principal cities of Canada and the United States.

A USEFUL CIRCULAR.

The Post Office Department has recently issued a notice to the public requesting that the name and address of the writer or sender of postal matter should be printed or written on the upper left corner of the envelope or wrapper. The circular states the advantages to be derived from these instructions being followed. This request can be used with great benefit by printers in asking their customers to adopt the suggestion. Buntin, Gillies & Co., Hamilton, agents for The Morgan Envelope Company, have recently sent to their customers a copy of this notice together with a price list of their goods. If you did not receive one, write the above firm for a copy.

A SPECIAL LOT OF WHITE BLANKS.

Attention is called to the advertisement of Buntin, Gillies & Co., Hamilton, who have received another large lot of the seconds white blanks, which are so much sought after by the printing trade. The prices, which are mentioned in the advertisement, will be found interesting, and the goods, while not perfect, are a great bargain. The board can all be used, and, if care is taken to sort it for jobs which are required especially nice, 90 per cent. of it will take the place of the first grade stock, while the price is just about half.

The Nanaimo Free Press, of Nanaimo, B.C., has put on a complete new dress from the Vancouver branch of The Toronto Type Foundry Co.

C. Howard Smith, of The Campbell Press Co., reports that the "Century" press is growing in favor, and that printers are finding out what a moneymaker the press is.