

READ, MARK, LEARN AND INWARDLY DIGEST.



PRINTED MATTER is one of the commodities necessary in every business man's office. Every blank used is not only an economizer of labor, but gives tone and prestige to a business which other agencies fail in doing. Many years practical experience on our part has demonstrated that the public in general, and the lumber trade in particular, are ready and willing to pay for really good work, at remunerative prices, in preference to accepting second-class, or botch work, at cheaper rates; and there is no reason why they should not be, because the actual difference in cost between the production of the two is comparatively so trifling that no shrewd business man can afford to pursue a "penny-wise and pound-foolish" policy. Good work pays alike the customer and the printer, especially the former; in fact the public has been educated to judge in a great measure of the character and standing of an establishment by the manner in which its business announcements have been executed and the taste displayed therein—on the principle, we suppose, that "a tree is known by its fruit."



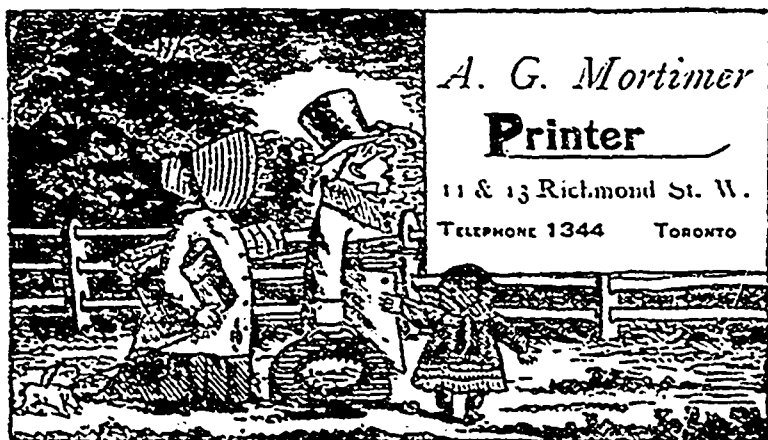
REMOVAL BECAME IMPERATIVE

After anchoring in this locality and getting fairly settled behind the sign-board of A. G. MORTIMER, PRINTER, we became conscious of a new and unexpected impetus to the production of the highest work of our chosen art that proved our already large facilities inadequate to respond to the demands upon us; so, alive to the necessities of the hour we have just added to our plant a large and varied assortment of the latest and most attractive styles of types, borders, ornaments, etc., thereby enabling us to suit the varying tastes of the most exacting.

After catering to the wants of the lumber trade in the printing line while located in the picturesque town of Peterborough for nearly four years, and as our business increased in volume we sighed for still greater quarters to exercise according to our strength, therefore removal became imperative—and we migrated like a caravan to our present location. 11 & 13 Richmond Street West, Toronto, where we have again enlarged and improved our facilities for quick and elegant printing.



A NEW AND UNEXPECTED IMPETUS.



WE MIGRATED LIKE A CARAVAN

Making as we do a specialty of printing for the lumber trade, we understand their wants, and can in every case guarantee the utmost satisfaction. Our customers already number some of the largest lumber operators throughout the different provinces, but like Oliver Twist—we want more.

In addition to the usual line of blanks usually found in a well regulated business office, such as Letter and Note Heads, Bill Heads, Statements, Memorandums, Envelopes, Cards, Tags, Receipts, Drafts, Cheques, Etc., we pay particular attention to the wants of lumbermen in the way of Shanty Orders, Settlements, and all other kinds of blank forms used in the shanty and on the drives.

With a knowledge of the business borne of long experience we can undertake your work with confidence, knowing that our facilities are of the best and our prices such as to warrant you in giving us your patronage. We know the happy smile which will overspread your countenance on inspecting the first order executed in our establishment.

Thanking our many customers for the liberal patronage heretofore bestowed; feeling satisfied that with the best material and machinery at our command, first-class workmen, and a determination on our part to merit continued success, we confidently ask for and expect a continuance of the same. In short, we propose in the future, as in the past, to turn out the best work at reasonable prices, and devote our undivided personal attention to the business requirements of our friends and the public in general.



THANKING OUR MANY CUSTOMERS, ETC.

and the pelting rain—and shall abide by it faithfully and perseveringly until time shall be no more. *Vive vale.*



THE WAYFARER GAINS A GLIMPSE



THE HAPPY SMILE

Painfully realizing the uncertainties of this life and the varying mutability of the affairs of men, we long since consecrated to our use the old and honored maxim "Whatever is worth doing at all is worth doing well"—converting it to our rule o' thumb in practice, a guiding monitor through the shadows and the bright light, the wind storms,



"GOOD NIGHT."