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always followed by two others of the same nature, or in the same locality, it becomes almost more than an error—a crime.

Now, to summarize this brief travesty. Business policy and business practice, in which we are so sadly deficient, as compared with the average banker and merchant, should comprehend good bookkeeping, exact bookkeeping, where error is crime; pay cash, demand cash; pay pleasantly, pay promptly, pay liberally; be liberal in cash if your means will allow; do not be liberal in space any more than the grocer is liberal in sugar or any other staple; contribute a little money to nearly everything, it all comes back with interest if keen discrimination is used; do not accept free tickets to church entertainments, home shows, or home doings; pay cash or stay at home; the people unjustly rank you, when accepting these favors, as a dead-head, and make mean remarks about you; keep up your commercial dignity; if a man does you a cash favor, try to do him one in return, or at least acknowledge it; do not try to fool your advertisers, give them every fraction of an inch they pay for, and make your bill so clear that they comprehend it all at a glance; they are good business men and want to know what they are paying for and how much.

THE U.S. IDEA IN HEADINGS.

A newspaper should emphasize its strong features. Attractive headings, double-column articles, headings which run clear across the paper, do much to impress the reader and make features of ordinary merit seem important. The habit of seizing the central idea of a long article, putting it in black type and surrounding it by rules or stars, is a good one. Artistic and sensible use of type may greatly aid the editorial and news pages to impress their merits upon the reader. If you want readers to appreciate the strong features you must put them before the public in an attractive way; flaunt them, shout them, as it were, through your columns. The most intensely important matters will be overlooked and not half-way appreciated, if printed in dull, solid type. The city papers set a good example to country papers in this direction, and in the way they treat foreign news we may profitably present matters of local interest and thus magnify the value of what we publish.—Country Editor.

THE PRICES OF BRISTOL BOARD.

Buntin, Gillies & Co., Hamilton, are showing samples of excellent value in bristol board, the "Dundee." The prices are quoted in the advertisement on page 14.

A REFERENCE BOOK FOR EDITORS.

"Personnel of the Senate and House of Commons" is a new book from the press of John Lovell & Sons, Montreal. It contains biographical sketches and photos of every member of both houses and will be found simply invaluable as a work of reference. It is illustrated with full-page portraits of Lord and Lady Aberdeen, the Premier and Cabinet, and other parliamentary

celebrities, and with views of the legislative buildings and chambers. The book contains 208 pages of toned paper and is bound in full cloth. The retail price is \$2.

A FRIENDLY INVITATION.

MR. IRELAND'S PLAN TO ARRANGE A CAMP IN AUGUST AT PARRY SOUND FOR NEWSPAPER MEN.

MR. W. IRELAND, the hospitable and energetic editor of The Parry Sound Star, has addressed to members of the Press Association a circular, of which the following is a true copy:

PARRY SOUND, ONT., July 4, 1898.

As was mentioned at the annual meeting of the Press Association, I am endeavoring to get a number of the members of the press to establish a summer camp for fishing and pleasure in this neighborhood. Should you find it in your power to tear yourself away from business about the middle of August, you will have a good time, get plenty of fresh air, outdoor exercise, and big fish. You can come by rail direct to Parry Sound, or to Penetang, Midland or Collingwood by rail and then by steamer. I can arrange cheap fares on the steamers, and am writing the president to ask him to try for single fare on railways. Will you please let me know by return mail whether or not you can come and the time most convenient. After waiting a reasonable time I will fix a date suitable to the majority who may be willing to come, and will then advise all as to date, arrangements, etc. Please let me hear from you, and make a special effort to come.

This promised outing should be a great success, and Mr. Ireland's kindness in planning it out will be appreciated by all members, whether they are able to go or not. To those who are not familiar with the Parry Sound and Muskoka district, it may be said that it is an ideal place for camping, fishing, bathing—in short, a regular holiday loaf. In June, Mr. J. T. Clark, of Toronto Saturday Night, spent some holidays there, and, on his return, reported enthusiastically upon his trip.

PRINTER AND PUBLISHER feels sure that if a large or small band of newspapermen could accept Brother Ireland's suggestion they are certain to have a jolly time, good sport and a beneficial vacation. In August the mosquito has betaken himself to his winter lair and troubles us not. There are no laws against fishing or shooting which the powerful sway of King Ireland cannot overcome. "Why, he about owns the district," said a newspaperman, impressively, to the writer not long ago. There is plenty of time to arrange details, and, as one visitor to Parry Sound reported, "you can have a good time whether it rains or is dry weather."

THE PRINTING OF RETURN ENVELOPES.

Return envelopes are used so much now (and it is a good thing for the printer) that an envelope of slightly more than ordinary size is a boon. All the No. 7 and No. 8 commercial envelopes made by Morgan Envelope Co., for whom Buntin, Gillies & Co., Hamilton, are Canadian agents, are large enough to contain the ordinary No. 7 and No. 8.