

**READ YOUR TRADE PAPER.**

How many printers and publishers in Canada to-day are making money? We say very few. Of course, a lot are making a living, or existing. Then ask yourself, "How many of these same people read their trade papers carefully and profit thereby?" Still fewer. Take the most successful printer, publisher, lithographer, electrotyper or any other tradesman, and you will find that in nine cases out of ten he reads carefully one or all of the trade papers that represent his special line.

Would it not be absurd to imagine a lawyer not reading the legal publications, or a doctor all the latest medical books and papers? Teachers, clergymen, druggists, architects, all read the publications issued in the interests of their professions. Still, the poor disciple of Gutenberg, the father of the "art preservative of arts," is content to plod along like a common blacksmith's helper (who, by the way, in many cases has a better social position), with no ambition or determination to excel—except as failures.

Years ago, before trade papers were known, there might have been an excuse for printers and publishers doing business at a distance from the centre of trade, not being quite up to the times, but to-day there is no excuse. There are now no less than a dozen such papers, the subscription price of which does not exceed two dollars, published in the United States, and a few in England, from any one issue of which you can get more than the subscription price—not only from the articles, but also the advertisements. The latter we consider the most valuable fountain of information.

To those who are acquainted with the trade literature we would recommend the following:—The Bookmaker, New York; The Engraver and Printer, Boston, Mass.; The British Printer, London, Eng.; and The Inland Printer, Chicago. These are all without doubt the leading typographical papers. Going into other branches of trade, we would recommend to binders, besides the above, The British Bookmaker, London, Eng.; for lithographers, The British Lithographer, London, Eng.

In conclusion we would strongly urge upon those who wish, to excel to read one or all of the above named journals; the time reading them will be well and profitably spent.

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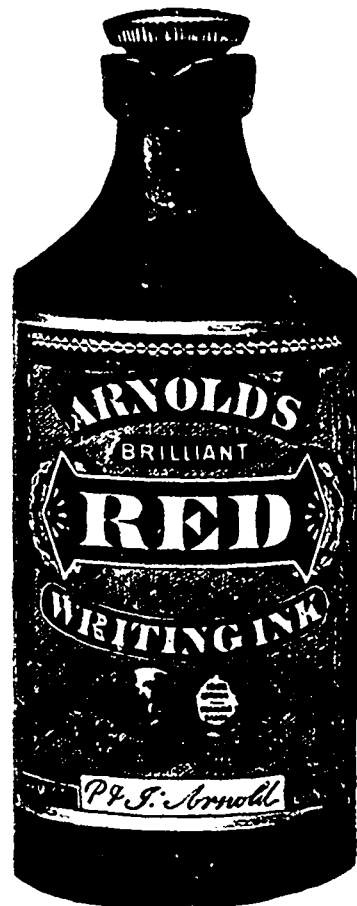
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