

**BIG FOLDING MACHINES.**

THE advent of large printing presses made an advance in the size of folding machines necessary. This demand was promptly met by the Dexter Folder Co. over two years ago, they having at that time supplied two machines to a Chicago binder taking sheets as large as 53 x 65 inches. These machines not only turned out quadruple 32's, two on, but also folded quadruple 16's, two on. They would also fold two 32's from one sheet, making four square folds in each signature, or would turn out one 32 by inserting one 16-page signature within the other; also deliver two separate 16's from one sheet, or folded single 16's.

The Dexter Folder Co. have since supplied several of these large machines to other Chicago binders, and also several to New York binders, two of them having been used for over a year to fold *The Outlook* magazine, which is run in double 32's from a single sheet of heavy paper, without the slightest wrinkle (or gusset) in making the 4th fold. The folding of heavy paper, four folds, without wrinkling, is only made possible by the use of perforating attachments that are supplied with these machines.

Mr. J. B. Savage, of Cleveland, Ohio, has also had one of these large Dexter machines in use for the past year.

Speaking of the largest folding machines ever built, the Dexter Folder Co. inform us that the four special folding, assembling, stitching and covering machines that they are just completing for *The Youth's Companion* weigh sixteen tons each, exclusive of the three Dexter automatic machines that are attached to each of them. These big machines receive from automatic feeding machines three separate double sheets, and at every revolution deliver two copies of *The Companion* folded and wire stitched, in either 8, 12, 16 or 20-page signatures. The output will average 4,000 copies per hour. Two of these big fellows are now in constant operation, and we are informed that the third one will be shipped on June 1. Four of these immense machines are required to get out the large edition of *The Companion*.

**HARMSWORTH'S MAXIMS.**

Alfred Harmsworth, the successful London publisher who has made a fortune out of periodicals and newspapers, has delivered himself of the following sentiments:

"I believe in hard work, but hard work is not enough.

"I believe in travel.

"I believe that half the journalistic notions of what the public wants to read are wrong.

"I believe the public is a far better critic than is usually imagined.

"I believe that the public does not care one iota about size; if anything, a small journal is preferred to a big one.

"I believe that price has very little to do with the success of a publication.

"I believe the attractions of illustrated journalism are enormously overrated.

"I believe the value of colored illustrations is grossly exaggerated.

"I believe party journalism to be practically dead.

"I believe in independence."

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