

A. D. Farmer & Son Typefoundry Co.

63 and 65 Beekman Street, NEW YORK.

SEND FOR OUR NEW 1900 SPECIMEN BOOK.

MAKERS OF PRINTING TYPES,
BRASS RULES, LEADS, SLUGS,
METAL FURNITURE AND . . .
BRASS TYPES. FURNISHERS OF
MACHINERY, FURNITURE AND
MATERIALS FOR PRINTERS.

manager, Mr. J. C. Crome, being host and chairman. Those present were: Walter Scott, Leader, Regina; G. D. Wilson, Sun, Brandon; E. A. Chapman, News, Rat Portage, John J. Young, Daily Herald, Calgary; Jas. Hooper, Queen's printer; W. T. Shipley, Gazette, Glenboro; I. Stratton, Argus, Stonewall; E. A. Bailey, McGregor Herald; W. H. Hunt, The Spectator, Moosomin; Geo. H. Saults, Free Press, Winnipeg; Horace Wilson, Winnipeg, mayor, Ald. G. Bell; J. Rawson Lumby, Wabigoon Star, Clayton M. Weiss, Telegram; John Cornyn, News, Portage la Prairie; Forslund, Canada, Winnipeg; H. L. d'Hellencourt, L'Echo, Winnipeg; H. J. Hardie, J. P. Alexander, Deloraine; F. B. Allen, Port Arthur; W. E. Barley, Winnipeg; John J. Moncrieff, Winnipeg; D. L. McIntyre, Winnipeg; A. J. Magurn, Winnipeg; H. C. Clay, F. H. Turnock, John Ridington, H. Cheveien, Ben. A. Huckell; J. W. Jameson, Carman; E. McMillan, Treherne; J. H. Monteith, Killarney; Jas. B. Graham, Melita; W. Murdock, Cypress River; D. Cannon, Minnedosa; J. C. Crome.

A PUBLISHER'S ALPHABETICAL MAXIMS.

NO 1.

By M. A. James, Canadian Statesman, Bowmanville, Ont.

1. Answer all correspondence on the day received.
2. Be early at your office every morning.
3. Canvass the riding all over for subscriptions.
4. Don't confide much about your business to any outsider.
5. Encourage merchants to change advertisements often and to insert locals.
6. Faithfully keep every promise with customers.
7. Give and take receipts for all payments.

8. Hold every old subscriber, and constantly work to get new ones.
9. Invite all readers to send you news items.
10. Join in all public enterprises—it brings work.
11. Keep a strict record of receipts and expenditures.
12. Look constantly after the work being performed by employees.
13. Make an effort every day to secure fresh orders.
14. Never allow correspondents to insert "take offs" or "gags."
15. Open all business letters yourself and answer or dictate answers to them.
16. Pay all bills within 30 days and save discounts.
17. Quick returns on small profits are better than long credits.
18. Read all publications bearing on your business.
19. Stand firmly and loyally by your advertisers.
20. Take active part in your own church work.
21. Use other peoples' brains whenever you can to advantage.
22. Value the good opinion of your customers and earn it.
23. What is worth doing in a printing office is worth doing well.
24. Expect to be misunderstood sometimes, for you will be often.
25. Yield a point to please when principle won't suffer.
26. Zilism must be avoided if you want peace.

The use of "Oxford" round-cornered cards makes it easy to produce a fine effect at low cost. Buntin, Gillies & Co., Hamilton, carry these in stock in five sizes, both in white and colors.

Buntin, Gillies & Co., Hamilton, state that they have recently received a full line of Goodall's memorial cards, including a number of new designs. Lists and samples will be sent on application.

The Northey Gas or Gasoline Engine

We want Canadian printers to know that the Northey Gasoline Engine can supply their power-necessities better any than other motor power in the market. It does this because it gives the most and best service with the least possible outlay in either fuel or care. Requires no special mechanical knowledge to operate—runs for hours without attention, and is always and at all times perfectly safe and under control. The following is one of many letters we have received from satisfied users of our engine:

THE NORTHEY MFG. CO., LIMITED, Toronto, Ont.

GENTLEMEN,—After using your engine for several months, I must say I am more than delighted with it. It runs like a charm and after starting it you can attend to other work, as it will take care of itself. For a country printing office, or in fact for any person requiring power, I do not know of anything better than a Northey Gasoline Engine. Before putting in your engine, I used steam for over five years. The latter required a great deal of attention, there were ashes to sift, and I several times spent an hour getting up steam to do less than an hour's work. With your engine, I can have my presses running in less than a minute, there is no dirt, no ashes, and, above all—no heat in the summer time. Yours respectfully, JAS. A. THOMPSON, Gananoque Journal.

Send for Booklet and Specifications. THE NORTHEY MFG. Co., Limited, 1007 King St. Subway, Toronto

is especially adapted for Printers' use.