

A Word about Your Printing

IN A RECENT article on good printing in *The Printing Art*, the editor says: "There are approximately thirty thousand offices engaged in general printing in the United States. Personal contact with many of these offices shows that the importance of good printing and its great opportunities are not adequately understood."

ITHE same thing may be said of Canada. A good many printing concerns are so over-rushed with a less particular or "ordinary every-day sort of work" that they do not pay much attention to high grade catalogue work.

ITHE manufacturer who is yearly spending large sums in catalogue printing is waking up to the fact that in order to lead in his particular line there must be a constant improvement in the character of his printed matter. It is to this latter class that we appeal. We have an established reputation for doing good printing and would like to come in touch with the man who is getting ready for a new catalogue.

The Hunter, Rose Co.

LIMITED

PRINTERS, PUBLISHERS, BOOKBINDERS

Temple Building, Toronto, Canada