

A New Specimen Book

Is now in preparation, comprising the beautiful productions of the . . .

For . . .

**TORONTO
TYPE FOUNDRY**

American Type Founders Company

It will be the most complete and handsomest specimen of Types, Borders, etc., ever presented to the printers of Canada. It is expected to be ready for delivery to the trade in about one month.

All our Type is manufactured by the American Type Founders Co.

Handsome Type Faces

in endless variety are on our shelves awaiting orders. A temporary book showing a considerable assortment will be mailed upon application.

Money-Making Type . . .

Point System Type is worth many times over the price of old-body type, yet we charge no more for it. The wise printer buys only Point System Type, for any other is dear at any price beyond its metal value. Hundreds of tons of old-body type have been melted up because modern printers will not buy it at any price.

Scissors and Saliva . . .

with varying thicknesses of cardboard are very expensive accessories to printing. These have been relegated to an inglorious past by the Point System. Why waste time in cutting up cardboard to justify lines of old-body type? It

would be cheaper in the long run to dispose of the stuff as old junk and buy Point System Type.

Time Costs More Than Material

is an axiom that applies with quadruple force to the printing trade. The old-fashioned printer cannot make money in competition with modern labor-saving appliances—of which Point System Type is the chief. The time wasted in one year in offices using out-of-date type and materials is something serious—in fact, if the wasted time had been profitably employed it would pay for a new outfit in many offices.

The Moral of this Tale

Is: Buy only Point System Type and Materials—the greatest time-savers of the century. Buy them from Toronto Type Foundry Co., Limited, whose stock is the largest, facilities the most perfect, prices the lowest and terms the most reasonable of any firm in Canada.

WRITE FOR SPECIMENS AND PRICES.

We supply all the Printer's requirements—

**Type, Machinery or Materials, Patent Outsides
and Insides, and Stereo News Plates.**

"Everything for the Printer," is our motto.

TORONTO TYPE FOUNDRY CO., Limited

BRANCHES:

646 Craig St., Montreal.
286 Portage Ave., Winnipeg.
520 Cordova St., Vancouver, B.C.

44 Bay Street

 **Toronto.**