

come to the average printery? Printing a weekly periodical is not an art, even though the work be exceptionally well done. It is trade work, and must be done under trade conditions. The printer who performs such work cannot revel in colors, or half-tones, or vignettes, to suit his fancy, as can an artist over the canvas. The former is expected to produce just such a thing in a commercial way, and there may be a dozen firms in his neighborhood who can do it just as well as he can. Only a few printers can be artists, those few who cater to a class of customers desiring odd and unique effects, and who are willing to pay for them. These printers are a class by themselves, and do not cut a figure in the commercial world of printing."

A CATALOGUE PRINTERS SHOULD HAVE.

The printer who would keep thoroughly up to the times should make it a policy to secure and to read thoroughly all literature issued by houses who claim to be able to sell him goods to his advantage. W. J. Gage & Co., Limited, Toronto, have recently issued their catalogue No. 7, which is devoted exclusively to printers' supplies. This gives full information regarding the great range of printing, book, bond, linen, cover and blotting paper, bristol boards, cut cards, envelopes, ruled goods, visiting cards, etc., which they carry in stock. As this house is recognized as thoroughly up-to-date in its manufactures, this catalogue should be carefully read by all printers.


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