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## DOHALDSON LINE



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The Charter Market

## Shipping and Transportation




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WANTS RATE INCREASE




## Buying Printing Is Like Bee Culture-Done Right It Brings Honey; Done Wrong It Brings Stings!

Printing is a means toward an end-nothing more---and first costs count for little. Results determine values. Cheap printing is that which brings trade; if it fails it's expensive at any price. The effort and the postage are the same in either case.

It is our purpose in selling printing to study the results---to find out what you wish to accomplish, and then to meet that need with exactly the right kind of printing

We try to sell something more than Ink, Paper and Type. It pays to call our efficiency into consultation, not simply to ask us to quote prices.

While we realize fully that the lowes price is not always real economy, yet we can promise every printing buyer that we will furnish the correct printing for his purpose at the lowest possible price for such service

Our plant is one of the largest and best equipped in the city, and we give the customer every advantage of labor-saving equipment.

The Industrial \& Educational Press, Limited
Printing Department -.. Main 2662
35-45 ST. ALEXANDER ST, MONTREAL

CATALOGUES, BOOKLETS, FOLDERS, COMMERCIAL STATIONERY, BOOKBINDING, LOOSE LEAF LEDGERS, BINDERS AND SHEETS


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NAF WHEAT CAME THROUSH LRHME GINML UP TO CCT. OI 10 aMMS The fact that business man is an advertiser is usually incidental. He is an advertiser because he is wise and possessed of good, sound business sense and an analytical mind. At some time or other he came
to the conclusion that advertising could be made one of the mightiest factors of his business organization,

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$$ and having arrived at this conclusion, he just naturally went to it and

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