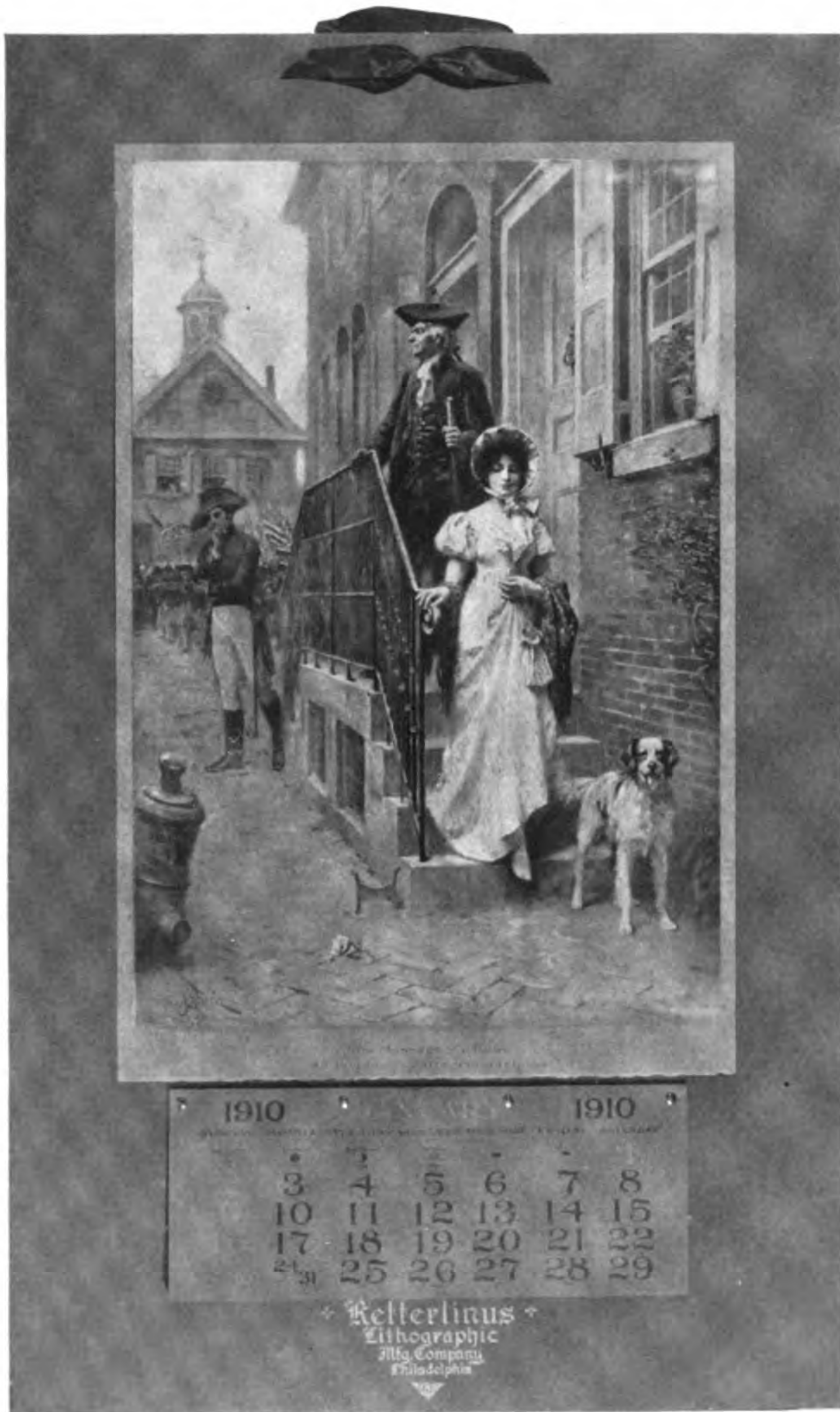


do away with all of the ornaments used to fill lines. We would also suggest that you move the center cross panel up two or three picas, in order that it may divide the page into unequal spaces, instead of equal spaces as it now does. The other title-page is very good, and we would prefer the red for the rules.

THE KETTERLINUS LITHOGRAPHIC MANUFACTURING COMPANY, Philadelphia, Pennsylvania, does things on a large scale, as its recent calendar, a reproduction of which we show herewith, will illustrate. The original is 25 by



Handsome calendar of The Ketterlinus Lithographic Manufacturing Company, Philadelphia. Original 25 by 40 inches in size.

40 inches in size — the most ambitious undertaking in the calendar line that has reached this department. And its quality is fully in keeping with its size. The magnificent color illustration which is its feature is of the highest grade, both in platemaking and presswork, while the subject is one that will be universally popular. The Ketterlinus Company, through Mr. E. D. Gibbs, its advertising manager, is to be congratulated upon such an admirable presentation of so fitting a subject.

J. T. JOHNSTON, Comrose, Alberta.—A more careful make-ready, with heavier impression and less ink, would improve the leaflet materially. The letter-spacing of the condensed letter on the cover should have been avoided. If you had used a more extended letter, even though it made a much longer line, the letter-spacing would not have been so objectionable.

THE NATIONAL STEEL & COPPER PLATE COMPANY, Chicago, is mailing to its trade "Daily Reminders," in the shape of leather-covered books containing spaces for notes for each day in the year, calendar, maps, postal regulations, and various tables and items of information, which one can use daily. It is an attractive book and should prove excellent advertising. This firm is also sending out an artistic calendar for 1910.

THE GARDNER PRINTING COMPANY, Cleveland, Ohio.—The souvenir designed and printed by you for Oberlin College is very attractive — one of the best that we have seen. The cover-design is especially pleasing. We would prefer a greater contrast in the colors used for the dates on the

calendars, although we appreciate your adopting something besides the red and black so commonly used. The other booklet, designed by another firm and printed by you, is satisfactory as to mechanical execution, but we think that a more orderly arrangement of the inner pages would improve it greatly. It seems rather disappointing to open a booklet on which is rather an elaborate cover and, without a title-page, heading, or even an initial letter, plunge right into a paragraph of reading matter, especially as there is plenty of display matter farther down the page. We also think that there should be more distinction between headings and text, and between the type used for the body of the booklet and that used for the inserted testimonials.

A SOLILOQUY ON SPELLING.

(*Hamlet ponders over the literature sent out by the Simplified Spelling Board.*)

BY N. J. WERNER.

(*Shakespeare expects no apology for this, the offense being committed so often.*)

To change or not to change, that is the question:
Whether 'tis wiser for us all to suffer
The tricks and worries of atrocious spelling,
Or to take up arms against a host of follies,
And, by opposing, end them? To quit, to learn
None more, and by such act forever end
The heartaches and the thousand awful shocks
That spelling's cause for — 'tis a consummation
Devoutly to be wished. To stop, nor learn,
Nor teach! Perchance to rest — ah, there's the rub;
For in that rest for brains what stings may come,
When we have shuffled off this vexing toil,
Must give all spellers pause. There's the respect
We'd fail of in dropping the old style;
For who would bear the quirks and twists of words,
The old printers' wrongs, the experts' contumely,
The pangs of "bad spellers," the teacher's whip,
The insolence of mentors, and the jibes
That patient students from the less able get
(When one might easily his quietus have
By simply changing); who would work so hard,
To grunt and sweat in learning how to spell,
But for the dread of meeting ridicule,
That everfright'ning wraith in whose deep eyes
We see but scorn, that muzzles our good sense
And makes us rather bear the forms we have
Than turn to changes that would give us ease?
Thus fools' censure makes cowards of us all,
And the inward desire for improvement
Is shadowed o'er with the pale ghost of fear,
And the aims to get the best and simplest,
Lacking support, their movers turn adrift
And lose the force of action.

THE NEWSPAPER GRAVEYARD.

Beneath the stones they sweetly sleep, the humble toilers of the press, no more to sorrow or to weep, no more to labor in distress. Here lies a youth upon whose tomb the tear of pity often drops; we had to send him to his doom, because he wrote of "bumper crops." Here sleeps the golden years away the fairest of the human tribe; we slew him at the break of day, because he called himself "ye scribe." Beneath that yew another sleeps, who did his work with smiling lips; we had to put him out for keeps when he referred to "flying trips." And one, the noblest of them all, is resting on the wind-swept hill; in writing up a game of ball he spoke of one who "hit the pill." Hard by the wall, where roses bloom, and breezes sway the clinging vines, that youth is sleeping in his tomb, who used the phrase, "along these lines." To-day the sexton wields his spade, and digs a grave both deep and wide, where soon the stripling will be laid, who wrote about "the blushing bride." — *Manitoba Free Press.*

NOT AFRAID OF COMPETITION.

Madge — "How do you know she thinks she's pretty?"
Marjorie — "She is always suggesting to the girls that they have their pictures taken in a group." — *Puck.*