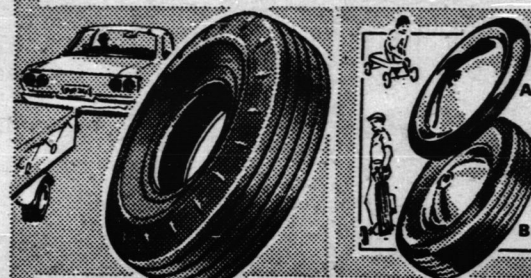




EXTRA VALUE! UTILITY Trailer

Spacious "Trail-Blazer", 60 x 42 x 10" deep 18-gauge steel box, reinforced top edge and rear with drop-hinged rear gate; 600-lb. capacity; 1 1/2" ball-type coupler (2000 lb. cap.); 3-leaf springs; Safety "99" tube-type 4-ply rated tires; Road-size: 8 ft. long x 29" high.

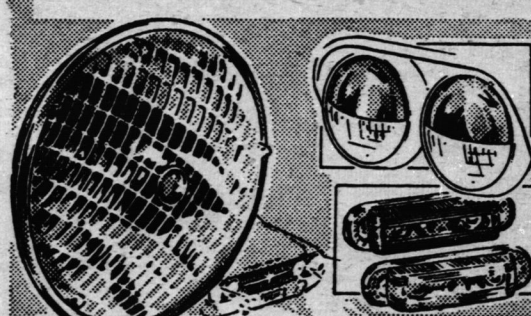
115.95



BOLT-ON Wheel and Tire

Cast-steel, for most box-type, boat, or camp trailers. Safety 99, 4-ply rated 4.00 x 8" tire, plus tube.

15.95



Sealed Beam Units

Original equipment quality by Canadian General Electric.

52-V for 4-LAMP SYSTEMS, EACH **1.57**

6 and 12-V for 2-LAMP SYSTEMS, EACH **1.77**

Headlight Shields —DUAL **1.39**

Side-Marker Lights —Single **1.49**

EXTRA!
Cash and Carry
BONUS COUPONS

Sit Right—on Wonderful Washable Terry-Cloth SEAT-COVERS



Easy-Fit Throw-Style for Bench-Type Seats of Most Sedans, Coaches

5.35 EACH

Smart easy way to protect front or rear seats of standard and compact cars. Washes like a towel. Antique Gold, Venetian Green, Aqua, Scarlet or Charcoal.

Bucket Style Covers... **5.89** PAIR

COOL COMFORTABLE "AERATED" CAR CUSHIONS!

Multi-Color **1.89** Racy Stripe **2.98** Head Rest **10.69**

Colorful stripes in plasticized fibre cover, wire coil construction. 16 x 33".

Le Mans striped open weave over wire coil. Takes seat belts. 17 1/2" x 35 1/2".

Contoured, foam-padded vinyl. Black, Red or Blue. 9" x 21".

EXTRA LARGE POLYSTYRENE COOLER—Waterproof and buoyant. Holds ice for days. 20 1/2" x 13 1/2" x 14 1/4" high. 9" x 21". **2.69**



BUMPER Jack **4.98** SCISSORS Jack **7.25** TIRE Gauge **1.70** WHEEL Wrench **1.45** TIRE Pump **1.98** EMERGENCY Flare **2.19**

Ratchet-type, non-slip. Torsion-spring hook. All steel. 36".

Raises from 5" to 15" maximum height. 1-ton capacity.

Dial-type. Measures 0 to 50 lbs. Unbreakable plastic case.

4-way machined-socket sizes for most vehicles. 14 1/2".

1 1/4" barrel; 19 1/4" 1 1/2" x 21". \$3.15

1 1/2" x 21". \$3.15

Pkg. of 3 vivid red flares plus spike. For road safety.

HEAVY DUTY VINYL 50-ft. Hose **3.69**

Transparent vinyl; brass couplings. 1/2" or 3/4" d.a. Lightweight 50-ft. \$1.29

TRIM-GARD VINYL Molding **4.59**

Smart protection, cut to fit. Adhesive back. 1 1/2" chrome-type. \$7.69

Car "Safety Touches" and Trims

(A) AIR-FRESHENER 4" tree; piney scent. **35**

(B) EXHAUST EXTENSION Flared style, 1 3/4 x 7". **1.19**

(C) LOCKING GAS CAP Chrome safeguard; 2 keys. For-most makes. **2.29**

(D) "AIRWAY" COMPASS Aviation-type dial revolves in stabilizing fluid. Compensation. **2.98**

(E) VISORED MIRROR Adjustable 5 1/2 x 3 1/4 non-glare plate; set in triple chrome plate. **4.49**

Plastic Garbage Containers

Reg. 4.19 **SPECIAL 2.50**

Apply for a CANADIAN TIRE Credit Card Today

CANADIAN TIRE ASSOCIATE STORE

HAGERSVILLE 768-3531

PHONE

JAPAN'S Printing Industry—Both Enigma & Miracle

By WALTER KUBILIUS, Editor, Printing Impressions



INSTEAD of bringing art to the camera, the camera is often brought to the art, as shown above. A special derrick-held Japanese camera is in position to photograph ancient wall murals.



ON-THE-JOB quality control, using the human eye as well as instruments, is fairly common.

While the printing industries of most countries in the world are relatively well understood in the United States, that of Japan still remains somewhat of a mystery. As in Russia, a visiting American printer is bound to be somewhat confused by the most flagrant contradictions and disparities in every segment of the industry. Select what area you will: management practices, technology, craftsmanship, employee motivation, and, above all, quality of work—you will find the widest divergences existing side by side.

Processes from the Past

Antique processes, developed thousands of years ago, are still practiced. It is an enormous shock to the visiting American to find them, not as museum pieces or in some hole-in-the-wall shop that is contemptuously dismissed by the giant plant—but practiced lovingly and magnificently in printing plants that are among the world's greatest in terms of quality of modern production.

Before World War II the Japanese printing and publishing industry was considered one of the most backward in the world. Such is no longer the case. The leading plants now stand at the same qualitative and productive level as the finest plants in Western Europe and in the United States. It might even be said that in some areas Japanese printing is superior to that which could be found anywhere in the United States. This may come as a shock to some, but there is evidence to support a reasonably-held argument in that area.

What of skilled craftsmanship? In areas where hand work and visual acuity is paramount, the Japanese are leaders. In their printing plants the complement of labor will come as a decided surprise to Western observers. The machines may be the latest and the most modern, but the utilization of labor does not quite meet Western standards.

Two Major Firms

There are two major printing companies in Japan. They are the unquestioned dominating plants which set the tone for the entire nation, if not for all of Asia. They are Dai Nippon Printing Co. Ltd. and Toppan Printing Co. Ltd. Dai Nippon employs some 8000, not counting its various subsidiaries which would raise the total considerably.

Typesetting is a major bottleneck in Japanese printing production.

Whereas the Western languages use some 26 letters, the Japanese alphabet consists of two kinds of "kana," (each of 46 letters) plus "kanji." Thus the absolute minimum of typesetting in Japanese is about 1995 letters. Naturally phototypesetting is a major aim of Japanese research.

Poor Color a Rarity

In quality printing, the Japanese printing buyer is a much more difficult customer than any the American printer may be used to. Brought up in a culture where nuances of color are a part of daily life, and delicacy of line the essence of it, a poor color job is rare indeed if the printer is to survive.

Other major plants in Japan, known both for quality as well as size in some cases, are Shin Nippon Printing Co., Daito Printing Co., Shinko Art Printing Co., Kyodo Printing Co., Hanshichi Printing Co., Yoshida Printing Co., Ishida Taiseisha Printing Co., and several others.

The companies which are best known and which earn the greatest respect among Japanese experts are those which lead in color work. Many are now producing books and magazines in English, both for the United States, Southeast Asia, and other English-speaking nations.

Print for Export

The relative small size of the Japanese printing market at home has forced Japanese printers to aim deliberately and energetically (as the Germans have done) for the world export market. In this they are succeeding to a great extent in Southeast Asia. Their impact is as yet fairly limited in the United States—but it is gradually being felt. The fine art book field, for example, is virtually taken over by Japanese printers.

What has been happening in Japanese printing, may soon happen in Japanese printing equipment manufacture. For this reason the eyes of knowledgeable American printers, distributors, and manufacturers are on JP 70 which will be held in Osaka this May.

What American and European visitors may see there may come as quite a surprise to those with preconceived notions.



IN THE 18th CENTURY Seigemasa's drawings of geisha girls come closest to the Westerner's idea of what Japanese beauty is. The "style" of women in most other Japanese prints is more Japanese in spirit than the above modernized ink version indicates.

A 17th CENTURY Kiyonobu wood block print, as re-interpreted in American graphic arts technique by P.I. artist John Kwaszura, grace's this month's cover. Also shown: the Japanese flag, the official symbol of JP 70 Printing Week Graphic Arts Machinery Exhibition, diagram of a special Japanese press, the official Expo 70 symbol, and the words "North American Printing Publications" in Japanese.

Golden Horseshoe City
AUGUST 1-2-3
Civic Holiday Weekend
CALEDONIA Fair Grounds
International Antique Car Show
14 Authentic Village Shoppes in operation
Daily Grandstand Parades

V.J. Columbus
Phone 587-2561
PLUMBING - HEATING - ELECTRIC Jarvis, Ont.

PROTECT CANADA'S FORESTS



PACONI Dead Stock REMOVAL
Highest Cash Prices Paid for Dead and Disabled Cows and Horses
24 HOUR SERVICE
Phone Zenith 9-7950
Collector No. 242C70
Receiving Plant No. 94