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ADVERTISING RATES SENT ON APPLICATION.

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Room 66 Canada Life Building, King Street West, Toronto

"THE CANADIAN MANUFACTURER."

THE first issue of THE CANADIAN MANUFACTURER was on January 1, 1882, and this present issue begins the twenty second half year of its existence. During all these years the paper has been published regularly twice each month, and it has never failed to make its appearance as advertised. As its name indicates, it has always been devoted to the manufacturing industries of Canada and its chief support and patronage has been derived from that source. But none of its revenues have ever been received from this or any other source, except in payment for legitimate services rendered in the way of advertising, and the enviable position it now holds has been fairly earned and won through the painstaking persistence of its management to achieve this result. An inspection of its advertising pages discloses the character of its patrons and friends, and there are cards of business houses there who were patrons in the very beginning, and who have never since withdrawn their favor and support. This indicates the sort of friends we have and what they think of the character and management of the paper. There are numerous other patrons whose business cards have been a regular and enduring feature of our advertising pages ever since they embarked in business. Commencing a decade ago and inspecting the advertisements which have appeared in this journal up to the present time, we

can accurately discover the progress the country has made in material greatness, and the advancement of our manufacturing industries, from what might be called a chrysalis condition to the high state of perfection which now characterizes them. Weakness has given way to strength. Crude and imperfect methods then existed, where now we find the best appliances and the most skilful workmen. Then we imitated others, now we have originality, and if our industrial establishments do not produce as great variety as characterizes other countries, those things that we do produce are the equal in all respects of similar articles made elsewhere. Canada is no laggard in the race for industry's independence and greatness.

Of course we feel a commendable pride in contributing in some degree to the prosperity of Canada. Believing that this prosperity can best be stimulated under the influence of a National Policy—of that fiscal system which encourages the production at home of whatever the country requires which can be made here, we have watched the development of enterprises which have given employment to Canadian capital, occupation to Canadian workmen, and the production of innumerable lines of goods to be consumed at home, instead of seeing our wealth go to build up and support enterprises in other countries. And it is in support of this policy that our best energies are directed.

If, then, the prosperity of Canada and of her manufacturers are so intimately connected, it is evident the greater the prosperity of the manufacturers the greater that of the country. And here comes in our suggestions as to how this general prosperity may be cultivated, continued and increased. It may be done by judicious advertising. Manufacturers engage in business to make money. Money is made by selling goods. Goods are sold to consumers, and the more consumers there are the greater the demand for goods. The way to reach these consumers is to advertise. Consumers who desire to purchase goods study the trade papers to discover who are producing the articles they want. The advertising pages of this journal are an invaluable help to purchasers. Observe the variety of articles which are there offered for sale, almost every important line of goods manufactured in Canada, and many made in other countries. These advertisements are placed there for consumers to read, and they read them, sure. In the management of this journal no time is found for the discussion of anything else than business, and how best to promote it and no space is devoted to the publication of poetry, love stories or idle gossip. No effort is made to circulate it among servant girls and children. It goes into business offices, workshops, factories, foundries, mechanics institutes and public libraries. That is where it goes, and the active, busy men who are to be found in such places are the ones who read THE CANADIAN MANUFACTURER. It is intended for the use of busy men.

A wise man is judicious in the selection of the medium in which he wishes to display his business card, and having made this selection, he will be persistent in advertising his business. Spasmodic advertising may possibly produce favorable results, but not generally. For the best known business men are those who advertise most persistently. Very few men succeed in business who do not advertise it. Men are but grown up children. Children have facts impressed upon their minds