

value, so that it is difficult to see what there is in it for the newspapermen. There is not the slightest doubt, however, that a number of publishers will be foolish enough to accept the offer. As the cash part of the deal amounts to about the ordinary manufacturers' price of a wheel the advertising is so much clear gain to the bicycle makers.

#### THE CANVASSER'S APPEARANCE

Did it ever strike you that advertising solicitors, as a class, do not pay sufficient attention to their dress and personal appearance? They deal with the best class of business men, and are anxious to make a favorable impression. Yet, many solicitors are slovenly and remarkably careless of the little niceties of the toilet which make such a difference in one's appearance. Many men notice these things, and are set against a canvasser who is untidy and unshaved. They don't care to have those kind of people calling upon them, and are likely to give the cold shoulder to a paper whose representative looks as if he would be the better of a visit to the hair-dresser and the Turkish bath. Commercial travelers are generally patterns of neatness, because they know that a prospective customer is always more inclined to listen to a well-groomed man than to a shabby or slouchy individual.

The majority of business men, especially those well on in life, harbor an idea that advertising men are a shady lot anyway, and the appearance and behavior of the men who are sometimes sent out by papers of good repute only accentuate it. The writer once saw the solicitor of a well-known daily in Eastern Canada enter the private office of a large wholesale dry goods merchant with his hat tilted back and a quid of tobacco in his mouth. No wonder that, in some offices, you have only to say you are an advertising agent to be shown the door. These remarks may seem like unkind strictures upon the ad. hustlers, but they are strictly true, and if you don't believe them, just keep your eyes open, and see for yourself.

#### THE SPHINX CLUB

The Sphinx Club of New York, a successful organization of advertising men for social intercourse and the interchange of ideas, has issued a pamphlet, prepared with much artistic taste. The booklet contains the history of the club, which was founded in July, 1896, and has since flourished. The secretaryship from the start has been in the capable hands of Mr. F. James Gibson, the Canadian who has made a success as an advertising writer and business manager in New York, and who has still a warm corner in his heart for his native country. The officers of the club for 1898-9 are: Artemas Ward, president; Geo. P. Rowell, vice-president; W. W. Hallock, treasurer; F. Gibson, secretary. The secretary's address is 134 East 16th street, New York City, and I have no doubt he would send to anyone interested a copy of the booklet, which is a first-class specimen of up-to-date New York printing.

#### NOTES.

A. P. Tippet, 8 Place Royale, Montreal, is placing some advertising in dailies and class papers through A. McKim & Co.

The disastrous Greenshields and McIntyre fires in Montreal netted a nice profit to the newspapers. Underwriters' sales of the damaged stock have been advertised in dailies and trade papers to the tune of about \$2,000.

#### THE BANQUET REFORM.

A.H.U.C. (initials of a well-known writer), suggests in The Canadian Printer and Publisher, the abolition, or rather, the reform, not of the Senate, but of the Press Association's annual banquet. A.H.U.C. thinks a simple dinner of a few courses, beginning at 6 o'clock and ended early, would be better every way than conforming to the present stale, flat and unprofitable fashion. I think so, too. Among the asininities of the nineteenth century that ought to be reformed, if not abolished, is that of banquets beginning late at night and not ending until next morning.—London Advertiser.

#### THE MIEHLE PRESS.

The makers of the Miehle press are now turning out a press a day, and are practically shipping their presses all over the world where good printing is done. Lately, a two-roller Miehle has been put in the office of The Copeland-Chatterson Co., Toronto, and the art printers of Toronto, The Miln-Bingham Co., have placed their order for a four-roller Miehle, which is being fitted with both the sheet and front fly deliveries. The Miln-Bingham Co., after using several makes of presses, have come to the conclusion that the Miehle is the one press capable of doing the finest art printing.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

#### PRINTER AND PUBLISHER WANT COLUMN.

WANTED—A good live man as a solicitor for one of the finest Lithograph Houses in Canada, one who has had some experience in the lithographing and printing business, must be well acquainted with Montreal and locality thereabouts. A good opening for the right man. Apply at Montreal Herald Office.

APPRENTICES WANTED—Two or three good smart boys to learn job printing. Apply Montreal Herald Job Department.

WANTED—Two good subscription canvassers for a few months. Apply, stating experience and giving references, Box E, Montreal Herald Office.

WANTED—Energetic young man, as reporter, canvasser, collector, etc., for country newspaper; permanent position to suitable person. Apply N. P. W., Winnipeg, Free Press Office.

WANTED—A competent Proofreader for an Evening Daily Newspaper; a Compositor preferred. Address P.O. Box 240, Montreal.

NEWSPAPER FOR SALE—The Wingham Journal (independent) is offered at a bargain.

THE PORT PERRY STANDARD NEWSPAPER FOR SALE—As the manager is about to leave for the States, and the undersigned proprietor finds it impossible to attend to two newspapers. Write S. M. Newton, Gazette, Whitby.

ADVERTISING AGENT WANTED—For an influential weekly religious paper; must be experienced, good address, gentlemanly and energetic. Apply, with references, Box 514, Toronto Telegram.

WANTED—A favorable opportunity is open for a gentleman to take active and intelligent part in the conduct of a business man's newspaper, now in its twelfth year of publication; investment necessary, \$2,000 to \$3,000. Address, N. 181, Montreal Star Office.

The representatives of PRINTER AND PUBLISHER being constantly in touch with Printers, Lithographers, Engravers, Publishers and other concerns using Type, Presses and Machinery of all kinds, in all parts of Canada, sometimes hear of bargains in new and second-hand plant. Any reader who wishes to buy anything, at any time, should send a postal card to the Montreal or Toronto offices, when we may be able to give him a tip where the exact article he wants to buy may be had.

#### The Detective and Confidential Agency.

Room 12, James Building,  
75 Yonge Street, - TORONTO.

Investigate all matters in secrecy—Burglary, Robberies, Fires, Embezzlements; Lost friends Located; Legal and Private Reports; Movements of Employes or Friends.