

## OBITUARY.

COL. SCOBLE, OF WINNIPEG.

THOMAS CLARKSON SCOBLE, C.E., who died at Winnipeg, October 26, was born in Devonshire, Eng., in 1840. After years of active service in militia affairs, he became connected with the press, was editor of The Winnipeg Nor-Wester in 1894 and 1895, and connected for a time with The Telegram, Town Topics, The Great West Magazine and other publications. He was a prolific writer and well informed, although not by training a newspaperman.

The Winnipeg Telegram says: "Both as a soldier, an engineer, a writer and a man of affairs, he has been prominently before the community. He was a man of much originality, and his memory was a storehouse of information, especially upon Northwest matters. As a writer, he had a clear and trenchant style."

JONATHAN WILKINSON, OF ST. THOMAS.

Jonathan Wilkinson, for 26 years publisher of The St. Thomas Times, died at his residence in St. Thomas, November 14, aged 73. Mr. Wilkinson was born in Yorkshire, Eng., in 1827, and, learning shorthand early in life, came to this continent as an amanuensis to a literary man, and, settling in Canada in 1856, became city editor and shorthand writer of The Hamilton Banner. During the Parliamentary sessions in Toronto, he went to that city each day, and returned at midnight with the reports, which were published in next morning's issue. In 1858, Mr. Wilkinson purchased The Guelph Advertiser from the Hon. A. J. Ferguson Blair, and published it for 13 years, during which time he transformed it into a daily. He subsequently removed to Hamilton, and started the publication of The Morning Standard. For two years, Mr. Wilkinson continued to publish The Standard, but, being attracted to the rising fortunes of St. Thomas, he founded there, June 22, 1873, The Times, which grew under his hands into a flourishing property. In August, 1899, he sold the paper to a company, of which Mr. John W. Eedy is managing-director. Alluding to the late Mr. Wilkinson, The Times says: "While at all times exercising a keen and constant personal oversight of the many interests involved in the publication of a big daily paper, Mr. Wilkinson never neglected his health or became careless in his habits of living. He was a firm believer in the virtue of plenty of fresh air and in the beneficial exercise of walking 'a thousand miles in a thousand hours.' For years it had been his custom to indulge in long rambles about the city and outskirts. Mr. Wilkinson was a journalist of the old school, conservative in all things, practical, scholarly, and a deep thinker. Naturally a student of human nature, this faculty was greatly enhanced by an early study of phrenology, and further strengthened by a wide contact with every type and character of mankind, extending over more than half a century. Having traveled very extensively both in the Old World and the New, and being an insatiable reader, Mr. Wilkinson was perhaps unusually qualified for the arduous and responsible duties

which for so many years rested upon his shoulders." The eldest son of the deceased publisher is Walter J. Wilkinson, of The Mail and Empire, Toronto.

PETER MURRAY, FORMERLY OF ORILLIA.

Peter Murray, who died November 3, at Glenville, Ohio, at the age of 57, was a pioneer in Orillia journalism. He was born in Scotland in 1843, and came to Canada as a child with his parents. In May, 1867, with C. Blackett Robinson, he started The Orillia Expositor. Selling that journal, the name of which was changed to The Northern Light, he established The Lindsay Expositor in 1869, returning subsequently to Orillia to conduct The Northern Light. That paper lasted until 1872, when a new company was formed to start The Times, with D. J. Beaton as editor. In 1877 The Times and Expositor amalgamated, the united enterprise being conducted by Murray & Beaton. In 1880, Mr. Beaton removed to Winnipeg, and Mr. Murray carried on the business until September, 1893, when he sold out to its present proprietor, Mr. H. T. Blackstone. Owing to ill health Mr. Murray removed to Ohio where other members of his family reside. The Orillia Times gives some interesting data regarding the deceased publisher: "The Times was published from 1872 to 1881 in Kean's block, the premises above what is now McConnell's store. A growing business made larger quarters necessary, and Mr. Murray erected a building in rear of his residence on Mississauga street to be used as a printing office. He had an uptown business office, with telephone connection—a primitive line installed before the Bell system came into operation in Orillia. A steam press, the first in Orillia, was introduced about the same time. In 1888, the office was moved to its present quarters, and still further enlargement made.

With his characteristic energy, Mr. Murray commenced the publication of The Daily Times on February 1, 1889, with the late W. A. King as editor. For a time the new paper did very well, but lost a valuable aid with the illness and death of Mr. King in March of the following year. Publication was continued for a year or more, and in March, 1891, The Daily Times ceased to exist.

## EDUCATING CUSTOMERS.

A question that has often been asked of late is: "How shall we educate the cheap printer?" If the successful printer teaches him how to run a plant and make money out of it, he may be developing a dangerous competitor, who will secure a large plant and trade, and injure him more in the long run than he did as a cheap printer. Is not the better plan to educate the customer? When a successful printing house finds that it is losing trade to an irresponsible price-cutter, it ought to be the business of someone to follow up the customers lost, after they have had a few months' experience with cheap work, and see if they are not cured, or if they cannot be brought to a sense of the bad economy they are practising. The customer who leaves a good printer for a cheap one usually soon gets tired of poor printing and inadequate attention to orders, and is then too apt to turn to a third printer of reputation rather than go back to the original good printer.