

PUBLISHERS' DEPARTMENT.

THE publishers of the LOUNGER do not feel called upon to make any excuses for its first appearance. They are satisfied to take all the chances, and willing to run all the risks of competition, confident that no one can produce a magazine at even twice the price that will be superior to THE LOUNGER. When it is stated that a complete plant, capable of doing every part of the work, has been purchased, it will be readily believed that they have spared no expense to fulfill their promises to the public.

The LOUNGER Building, 22, 24 and 26 George street, is situated in the very heart of the city, and is one of the most complete publishing houses in the Dominion; and certainly the finest home that a Canadian magazine can boast.

The main building is in three flats, 54 x 48 feet. The first or ground floor, is divided into two parts, the front portion being sub-divided into offices, public and private, where the business of the firm will be conducted. Behind, there is a long room in which the machinery connected with the engraving department is run, together with small presses, and cutting machines. Behind this, in an extension, stands the two revolution, four roller, Cotterell printing press, the only one of the kind in Ottawa. This machine, which weighs over six tons, is run by an electric motor standing in a corner of the same room. From the same motor power is transmitted to other portions of the building.

The second floor is divided into a composing room, a bindery, and two editorial rooms. The only machinery run by power on this floor is the wire stitcher, which puts the staples on the backs of the magazine at the rate of 150 a minute.

The third, or top floor is devoted to the engraving department, and is a region of mystery. Visitors to this department are looked upon with suspicion by the artists, every part of whose work contains a professional secret. It is in this department that the fine half-tone reproductions of the Historical Ball, and other illustrations appearing in this issue, were engraved on copper.

This flat is divided into two by a long partition running through the centre, one half being devoted to the photographers, and the other to the etchers. The skylight

in the photographer's room is the finest in Ottawa, and cannot be beaten anywhere. It contains 386 square feet of glass, and has a perfect, clear light from the North. It was built expressly for our own use, under the direction of our own photographer.

In the same room with the photographer are located our artists, busy upon designs and illustrations, that will delight our readers and place our magazine at the head of the list of monthly publications.

As the capacity of our engraving department is far greater than is required for our own work; we are prepared to give quotations on half-tone and line engravings of every description. All work turned out by us, no matter who it is for, will be proved on our presses, and made perfect before leaving our offices.

In our printing department too, the output of our presses far exceeds the requirements of THE LOUNGER, which, being issued only monthly, leaves our presses idle more than half the time. It is intended, therefore, to accept a limited amount of fine catalogue and book work.

As the plant was purchased for the lounge, no outside work will be allowed to interfere with the regular and prompt appearance of the magazine.

OUR CIRCULATION.

Ten thousand copies of this issue of THE LOUNGER have been run off, and we are at this writing seriously considering the advisability of ordering the plates back on the press for a second ten thousand, so great has been the demand for this number. Advertisers will find it to their advantage to secure space at present rates. From present prospects our rates will have to be doubled before the month is out. A contract made now will save your money in the future. Our subscription price is so low that we look for the largest circulation ever obtained by a Canadian publication.

AGENTS WANTED.

We want agents everywhere for THE LOUNGER. We give a liberal commission, and our list of cash prizes is the greatest ever offered. Some of our agents working in advance of publications made as high as \$50. a week. Everyone can afford to subscribe and no one can afford to be without the magazine at 50. cents a year. Write us for terms and prize list.