

NEW CANADIAN NEWSPAPER DIRECTORY.

THERE are many interesting features about the new Canadian Newspaper Directory which A. McKim & Co., Montreal, have just issued. Before the first edition of this work was published in 1892, the Canadian press used to come in as a kind of lag end to United States publications. Now that we have a book of our own, a book, too, in many ways superior to others of the kind, it affords an authentic, systematic and useful record of the newspapers of Canada.

In the first place, the work is most creditably issued. It is printed from new type, specially selected, and it is handsomely bound—altogether a worthy production. The editorial and compilation work is well done. The list of press association officers show that we have six of those bodies in Canada. The statistical information—tariff, postal, etc.—is well condensed and brought down to date, while an extract from Mr. J. S. Willison's address on the press of Canada at Victoria University, and a summary of the views of Mr. King, Q.C., on the libel laws, are apposite. Mr. J. P. McConnell's paper on "The Business of Advertising" is a good piece of work, and the description and illustrations of A. McKim & Co.'s offices and systematic methods of handling advertising are really revelations of the perfection reached in this business. The circulation of The Canadian Newspaper Directory among the large advertisers of Canada, in fact of the world, will do much for our newspapers in bringing them forward as proper mediums for advertising.

Perhaps, the feature of the book that strikes one as the most decidedly original is the use of the large "newspaper maps" which accompany the volume. These are very interesting. Each section of the Dominion is given in outline, with all the points of publication—city, town and village—marked in colors. At a glance you see precisely what counties have newspapers published within their limits, where, and how many different points. The preeminence of Ontario and Manitoba in the number of publishing centres is remarkable. The map shows that the people of Quebec draw most of their newspapers from a comparatively few centres, because the immense circulation of La Presse covers the whole Province, while the equally remarkable circulation of The Montreal Star owes more to the Province it is published in than most people suspect.

There are 116 daily newspapers now published in Canada and Newfoundland as follows: In Ontario, 55; in Quebec, 17; in New Brunswick, 9; in Nova Scotia, 11; in P.E. Island, 3; in Manitoba, 6; in the Territories, 1; in British Columbia, 11; and in Newfoundland, 3. Toronto is evidently the great publishing centre, if the number of all classes of publications is the test, for 149 journals or magazines are issued there, against 90 in Montreal. The facts regarding papers in other languages than English are curious. Outside Quebec Province there are 11 French papers, one as far west as Edmonton, the other as far east as Tignish, P.E.I. There is one Danish paper, at Ottawa, and one in Gaelic, in Nova Scotia. There are 10 German papers in Ontario and one in Manitoba. There is a Swedish paper at Winnipeg and three Icelandic. The Doukhobors, Galicians and Finns have not yet been heard from.

New Cover Papers

Taffeta

6 tints --Antique Wove
20x25 40-lb., \$2.60 per ream.

Sultan

4 colors---Antique Wove
20x25 60-lb., \$9.00 per ream.

Notice to Printers.

The best thing ever offered the printers of Canada, will be advertised in this column in next issue.

Avis aux Imprimeurs.

La tres meilleur chose offerte aux imprimeurs du Canada, sera publie en cette espoce dans le prochain numero.

Buntin, Gillies & Co.

HAMILTON, ONT.