

MR. HENRY BROPHY

MANAGER MONTREAL NEWS CO.

ONE of the most popular and best known men in Montreal, and, in fact, throughout Eastern Canada to-day, is Mr. Henry Brophy, manager of the Montreal News Co., the subject of this sketch.

Born in New Glasgow, Que., in 1861, he is now in his 38th year, but his many friends may possibly doubt this statement, as his appearance would lead one to think him at least a few years younger. After completing his education at the Montreal High School, he entered the service of Dawson Bros., the prominent wholesale and retail booksellers and stationers, and his early training there has done much towards the success which he has attained in later years.

Upon the formation of The Montreal News Co. in 1880 (that company taking over the periodical business of Dawson Bros.), he cast in his lot with it, and, after three years' service in a subordinate position, he was appointed to the management of the company, which position he has continued to fill with credit and advantage both to himself and the company.

The business, which was originally rather small, has steadily increased, until now the company controls almost all the periodical and novel trade of Eastern Canada. This has required constant care, watchfulness and business ability, all of which qualities Mr. Brophy has to a marked degree, and, when one takes into consideration the large number of people with whom the company has dealings, it is remarkable that a hard or unkind word is never heard regarding its manager. No small degree of diplomacy is required to constantly keep in

touch with and retain the confidence of the numerous publishers, booksellers and news agents with whom the company does business, but it is seldom if ever that anyone has cause to complain of the treatment accorded them by Mr. Brophy.

Outside of business he has attained considerable prominence, owing to his great interest in all kinds of athletic sports. His judicious refereeing of the championship games of lacrosse at a time when a strong hand and clear head were required caused him to be recognized as an authority not to be disputed, and made him many friends throughout the whole country.

The Montreal Amateur Athletic Association has for many years received much of his attention, which services have been recognized this year by his election to the highest office in the association, viz., the presidency. He occupied the proud position of president of the Amateur Athletic Association of Canada during 1898, and is to day the Canadian representative on the executive of the Amateur Athletic Union of the United States. Taken all-in-all, he has, by his hard work and persistent demand for fair dealing, made a record for himself of which anyone might feel proud.

He holds prominent offices in many other



HENRY BROPHY.

clubs and organizations, and is recognized by all who know him as an able and conscientious worker and a friend to be desired.

ENGLISH FAD IN STATIONERY.

A Paris exchange says that it is the fashion to-day in London never to use, for two days in succession, letter paper of the same color. The tints are even laid down for each day of the week. On Monday, a sheet of the color of a green sheet of water. Tuesday, a pale rose sheet; Wednesday, a pearl grey; Thursday, a heavenly blue, sky blue perhaps; Friday, silver grey; Saturday, yellow, and on Sunday, a white. If one were to

ask the people who are compelled to follow this fashion they would be, without doubt, very puzzled to give a reasonable explanation. But the men who deal in such material under the pretense that it is the fashion, good breeding, choice and smart, make their profits out of this general folly. The money men know, without doubt, the reasons for this daily etiquette, and, after all, why should not the papermakers rejoice if this fashion increases the consumption of paper?

Apropos of this an English exchange remarks that the Frenchman is making too much fuss about a harmless fashion. "The only thing we have to find any fault about this fashion," it continues, "is in the fact that many cheap foreign colored writings may be sold here to keep it going. If our stationers would, in a case like this, insist upon offering these goods in a nice box, elegantly wrapped and tastefully ornamented, many boxes of the writing paper would be sold, merely from their nice and fascinating exterior. If the appetite for writing papers be appealed to and a tempting parcel be offered to buyers, the sale comes off in nine times out of ten. Retailers of notepapers should always study to make their stock salable by first considering the question of its outward appearance. Any article which at first sight repels a buyer can never be expected to become a popular item of general sale, no matter what its other good qualities may be.

"At the same time, however, we cannot encourage the dressing up of low-class writing papers with a view of deceiving customers or leading them to think that they are going to buy a half-pound packet of notepaper for a shilling. The public, that is to say, every buyer,

will doubtless try to obtain as much for a shilling as possible. To-day this is, unfortunately, the main idea of all purchasers. If they think they can get a 'lot' for a shilling they never consider the matter of quality.

"Foreign papers have made their way in this country to the extent they have by this greedy feeling of buyers. It is extraordinary to know that people exist who think that they save money whenever they can buy any article at a low price. If folks were to go to banquets in wheelbarrows they would save a lot of money in carriages, etc. This would only be carrying out the policy of indecent economy."