

THE POWER EDITION
OF THE
CANADIAN MANUFACTURER

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THE POWER EDITION.

This issue of THE CANADIAN MANUFACTURER is the second number of the schedule announced in our issues of August 7 and 21.

The first, THE OFFICE EDITION, was devoted exclusively to office work and needs. This issue, THE POWER EDITION, is devoted entirely to power problems and appliances.

We were delighted and gratified by the reception given THE OFFICE EDITION; by the general expression of approval it aroused. We hope for and believe we have reason to expect a reception for this edition which will be fully as cordial and encouraging.

For many years we have been paying a great deal of attention to the power problem in Canada, especially in its relation to manufacturers. This study led us to realize that the generation and transmission of power was of such importance to our readers, the manufacturers of Canada, that it warranted our devoting one issue each month to this field and its problems.

In the past we have been content to reach the owners, managers and superintendents of manufacturing concerns. Hereafter, while we hope to continue to make it of value to the thousands of firms who are already subscribers, we will endeavor to reach with this issue the stationary engineers, the operating electricians: in short, the practical power men of Canada.

If any reader will suggest any way by which we can make the paper of still greater value to the practical men we would sincerely appreciate the suggestion and do everything in our power to carry out its good features

A WORD TO ADVERTISERS.

This is not a new paper.

True it has a new appearance, a new significance, a new purpose. Yet behind it is nearly thirty years of effort

to serve the great power users of Canada, the manufacturers.

It starts with a subscription list including thousands of the most important concerns—a list which a new paper, no matter how aggressive, could not duplicate in three years.

It starts with the advertisements of nearly all the leading Canadian manufacturers of power equipment, yet nine out of ten of these advertisers have been using THE CANADIAN MANUFACTURER for from twenty-five months to twenty-five years.

It is easy to promise to do big things with a new paper—to promise to GET a big subscription list—but it is not always so easy to accomplish this. We, therefore, want to emphasize that we are in a position to do a little more than to merely promise. We can GUARANTEE a couple of thousand of the best possible class of readers and can PROMISE to make as big an effort as possible to get additional subscriptions from practical men.

"A bird in the hand is worth two in the bush." We guarantee the "bird in the hand," and hold out to you the opportunity of also reaching as large a number of "birds in the bush" as any new paper could reasonably expect to reach.

THE CANADIAN NATIONAL EXHIBITION.

Canada in general and Toronto in particular has good reason to be proud of the Canadian National Exhibition, especially as it has been conducted in recent years, under the able management of Dr. Orr.

Year after year it has grown in popularity, in its educative value to all classes of visitors and in its commercial value to the manufacturers and merchants who exhibit their wares there. Each year it seems to reach the apex of possible attainment, but each successive year witnesses new records for attendance, interest and in revenue.

All this has not happened without a cause. The bold course taken by the authorities five years ago in erecting such magnificent and permanent structures as the Manufacturers' Building, the Process Building, etc., gave exhibitors the opportunity and the impetus to greatly improve the appearance of their booths and the attractiveness of their displays, thus adding to the interest and so increasing the attendance.

The cumulative force of more attractive exhibits and steadily increasing attendance has not spent itself. It is absolutely necessary that provision be at once made for better accommodation for two classes of exhibitors.

The manufacturers of machinery and power equipment have for several years been pleading for a modern building for the display of their wares. The effect of the delay in granting this request has been felt this year in the withdrawal of many prominent exhibitors. The carriage manufacturers have taken a radical course to express their need of a suitable building. Practically every one of them refused to exhibit this year.