

heart given to black and white, and whose pen and ink drawing has an original and delightful quality; R. Holmes, the genial president of the League, resident drawing master of Upper Canada College, and a clever designer; W. W. Alexander, vice-president, junior member of the Alexander & Cable Lithographing Co.; F. H. Brigden; J. D. Kelly, one of our best-known commercial designers. Besides these there are some fairly good newspaper men in Toronto, among whom Mr. Innes, of *The Mail*, and Mr. H. M. Russell, of *The News*, are, perhaps, the best known.

The outlook for this branch of art in Canada is as bright as anywhere, despite its drawbacks. Wherever we find, as we do here, earnest serious work; wherever we find those who are doing for the love of doing, we may look for nothing short of the best. We look forward to the time, desired alike by the publisher and artist, when native talent will receive its full recognition.

In this connection there may be mentioned the work of Fred. H. Brigden, a young man and yet one of the best known of the Toronto illustrators. His father was one of the founders of Canadian wood engraving, he having gained his profession in Great Britain. Twenty-five years ago he was the leading artist in engraving on wood and still maintains his superiority, and is head of the business run under the name of the Toronto Engraving Co. Thus "Fred." was brought up in an atmosphere of art which early developed his innate talent and his artistic intelligence.

He is now going in for applying his knowledge of art to the practical production of artistic plates. For example, he is doing similar work to that done recently in *The Century* and other leading magazines, by which crude process blocks are being placed on an equal footing with wood engraving, by artistic and judicious retouching. This is exemplified in the accompanying sketch, entitled "In April." In this and similar ways, ordinary half-tones are made to imitate the costly steel and wood block engravings.

Mr. Brigden is branching out in another direction. He is experimenting with the three-color process—that is, the method of producing, from three half-tone plates and by three printings only, the full effect of any water-color. The secret of this consists in applying the three primary colors in such rotation as to produce any required shade.

Mr. Brigden is an artist of no mean merit, as may be seen in the original designs, wash



PEN AND INK SKETCH FROM LIFE.

F. H. BRIGDEN.

drawings and pen and ink sketches shown with this article. He is one of the most enthusiastic members of the Toronto Art Students' League mentioned above.

WHITHER ARE WE DRIFTING?

In the beginning after the creation of the heavens, the earth and the newspapers, an advertising agent represented, as a rule, one paper, and received either a stated salary or a commission of at least 25 per cent. on all the business he obtained. The successful agent was a shrewd sort of chap, and he soon found that he could add materially to his income by representing a number of publications, either in the same line or in different lines. The business of soliciting advertising is exceedingly trying on both the temper and nerves, and the old time agent soon found that he could make money easier by acting as a broker and cutting rates. This led finally to the establishment of regular advertising agencies on the modern system of handling business. The commission, however, is a relic of a past age. It has been repeatedly reduced by the leading papers, until now the average commission does not exceed 15 per cent., and some of the publishers of the larger papers are debating the question, whether it is not advisable to reduce it to 10, or even 7½ per cent.

It is probable that the closest listed publisher does not be



"IN APRIL."

Reproduction of pencil drawing by half-tone and vignetting.

F. H. BRIGDEN.