

C. A. ABRAHAM, NEWSPAPER MANAGER.

By W. S. Dingman, Stratford Herald.

THE development of daily journalism in the larger cities has brought about such a system that the rural subscriber calling and inquiring for the editor, so that he can pay him his subscription, elicits a smile. Even in various of the larger towns journalism has progressed up to the point that the subscriber who enters and has it on his tongue to ask for the editor, is apt to be disconcerted by the array of offices and counters, and falls a ready captive to the fair office girl who divining his errand pleasantly offers to make the business easy for him. It is indeed probably the case that that highly useful as well as ornamental individual, the editor, is located skyward in the top flat, in which workshop he plies his trade of moulding public opinion. It is



C. A. ABRAHAM,
Business Manager Sentinel-
Review, Woodstock.

rather the business manager with whom the subscriber and the advertiser has to deal, and in a well regulated business of any dimensions he is a most necessary adjunct.

There is no more completely organized daily newspaper in Canada than The Woodstock Sentinel-Review, of which Mr. Andrew Pattullo, M.P.P., is proprietor, and Mr. Chas. A. Abraham, the subject of this sketch, the business manager. Mr. Pattullo is widely known as a cultured man and graceful writer, as well as one of the

most successful journalists on the Canadian press. But his business had expanded until the weight of management was too great for him. It was a fortunate choice that at that time, now about seven years ago, brought Mr. Abraham to his aid, for Mr. Abraham has proved himself a broadly qualified and expert lieutenant. This hardly does justice to Mr. Abraham. Mr. Pattullo's entry into politics and precarious health (now happily improving) have thrown upon Mr. Abraham for lengthened periods more than a lieutenant's responsibilities. The general direction of the paper as well as the business management have practically been vested in Mr. Abraham for a series of years, under such oversight as Mr. Pattullo was enabled to give. The growth of The Sentinel-Review under Mr. Abraham's management has brought it to a point where it stands, in several respects, unrivalled. It is understood to be the only paper published in a town of similar population on the American continent possessing a rapid perfecting press for the printing of its various editions. In other respects the publication building and plant are complete beyond the ordinary. The credit for the high position attained and steadily maintained by The Sentinel-Review must under the circumstances be largely bestowed upon the capable manager, Mr. Abraham.

Speaking of Mr. Abraham in the more personal sense, he is a native of the beautiful Bay of Quinte district, here his forefathers earned the honored title of U. E. Loyalists. Mr. Abraham was born in the county of Hastings in 1861. For 13 years he was in the employ of Mr. T. S. Carman, publisher of The Belleville Daily Ontario, in which interval he graduated from "devil" to the most responsible position under Mr. Carman, being indeed

in receipt at the time he left Belleville of the largest salary before or since paid to a newspaperman in that city. Prospects elsewhere took him away from Mr. Carman, between whom and Mr. Abraham a warm friendship founded upon long association has ever since existed. Mr. Abraham was next found in Woodstock, where, in company with Mr. W. M. O'Beirne, he engaged in publishing The Daily Standard. Here Mr. Pattullo learned to respect Mr. Abraham as a business competitor, as the writer well recalls from conversations with Mr. Pattullo at the time, so that when Mr. Abraham terminated his partnership with Mr. O'Beirne (they having meanwhile moved to Stratford and purchased The Daily Beacon), he returned to Woodstock at Mr. Pattullo's invitation in August 1892 to become business manager of The Sentinel-Review.

A glance at the well ordered pages of The Sentinel-Review will prove to an experienced eye that the compliments paid to Mr. Abraham in this sketch are not overdrawn. As to Mr. Abraham's policy and principles of management, it will be instructive to speak. He is not one of those who deify the business department of the paper and undervalue the importance of the literary and news department. Rather, he is a business manager who believes in keeping himself in touch—in fact, in perfect sympathy—with the editorial and all other departments of the business. Working along this line, The Sentinel Review has become so highly organized and efficiently managed, inside and outside the office, that no opposition, however strong, can make very serious inroads upon it.

Mr. Abraham is not one of those who think that the business manager, through the advertising columns, makes the paper, but he has always recognized that a strong editorial and news policy has as much to do with the success of the paper as the most efficient and capable of business management. They should go hand-in-hand, and, in this case, have done so, with the result that The Sentinel-Review ranks among the most signally successful and well-conducted newspapers in its field on the continent. Those who think that all interests should be second to the advertiser—that the advertising manager should be supreme—take a very limited view of the function of a public journal, and one not at all shared by Mr. Abraham. On the contrary, a paper that has earned a reputation for a sound and healthy editorial policy, given a business manager with ideas and energy like Mr. Abraham, must inevitably produce satisfactory results.

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