

may turn out a paying speculation, while it should, in any event, increase *The Star's* value as a live journal.

TO REACH
THE FARMERS

The right mediums through which to reach any class are those that possess a particular interest for that particular class. This is not new, but it's true. Only by using such mediums can an advertiser be absolutely certain that he is reaching the class, and to know where an ad. is going is to save money on the advertising campaign. Therefore, when it comes to talking to the farmers about the merits of a certain article, the economical and profitable way to do the talking is to do it through the columns of the mediums in which they are particularly interested—the agricultural press.—*Profitable Advertising.*

BOER FARMERS AND THE PRESS.

The *London Advertiser* contains an interesting paragraph in the shape of an interview with Fred Piper, who has been in Johannesburg for two years in connection with the Canadian linotypes that are used in South African newspaper offices. He describes the way the Boer farmers get the news. Apparently, they don't read the newspapers. The Boers, he says, idolize old Kruger. The Boer farmers come into Pretoria in droves, pitch their tents in an open square, and then adjourn to "Oom Paul's" residence, where they are addressed by the president, who posts them on public affairs. This serves the farmers in place of a newspaper, which they very rarely see.

The *Advertiser Publishing Co.*, Edmonton, N.W.T., has been incorporated.

J. W. Eedy's connection with *The St. Thomas Times* as managing-director does not affect his paper, *The St. Marys Journal*, which will continue to be issued with its usual vigor and ability.

A newcomer in the newspaper field that may be expected to grow is *The Hawkesbury, Ont., Standard*, a brightly conducted four-page weekly. Its advertising patronage is already of respectable proportions.

The October issue of *The Printer and Bookmaker*, New York, of which J. Clyde Oswald is publisher and editor, contains a full report of the United Typothetae meeting in New Haven last month. There are also illustrations. *The Printer and Bookmaker* itself is a fine specimen of magazine printing, and the reading matter is practical and good. It is creditable to Mr. Oswald.

C. F. Stone, proprietor of *The Perth, Ont., Expositor*, is making a big effort to get 300 new subscribers before January 1. The *Expositor* has been enlarged to 10 pages, six of which are printed at home. The proprietor now claims it to be the biggest paper in Lanark County, but to increase its subscription list it is offered from now till January, 1901, for \$1, the regular subscription price for one year.

The pressmen of Toronto, having failed to agree with the employing printers regarding the new scale, went out on strike October 16, several offices which already paid the scale not being affected. The strike, however, was of brief duration, as a compromise was reached on the following basis: Wages, \$13.50 per week of 54 hours; overtime, time and a quarter; overtime after 11 p.m., 50c. per hour; night staffs, time and a quarter. The rates came into force October 23.

THE LATE H. T. HOWARD.

HENRY T. Howard, of *The Toronto World* staff, died in St. Michael's Hospital, Toronto, October 22, aged 61. Mr. Howard was a native of Yorkshire, England. He came to Canada about 15 years ago, joining the reportorial staff of *The Toronto World*. With the exception of short terms on the staffs of *The Toronto Telegram*, *Toronto Star* and *Hamilton Herald*, the deceased has been from that time a member of *The Toronto World* staff.

As a writer, Mr. Howard possessed a style which was unique, clear and "catchy." As for work, no hours were too long or no task too great to undertake, while he had a "nose for news" that any newspaperman might envy. Under these circumstances it is not surprising that his reputation as a first class newspaperman was quickly established in the country of his adoption.

Under the non-de-plume of "Ebor" he has contributed special articles to the *Sunday World* ever since its inception, about eight years ago. His themes over this signature were usually of a semi-religious nature—pulpit criticisms, reminiscences of well-known pulpit characters in the new as well as in the Old Land. He was a good, all round newspaperman, but if there was one particular kind of work in which he excelled it was work of a semi-religious character. At any rate it was his hobby.

When Hon. Edward Blake decided to cast in his lot with the Home Rulers and become one of their standard bearers in the British House of Commons, the late Mr. Howard was assigned to accompany him to Ireland and furnish *The World* with reports of the campaign in South Longford, which the hon. gentleman was contesting in the Home Rule interests. The graphic letters which he sent are still remembered, and they did much to increase Mr. Howard's newspaper reputation. But there is one thing he did not succeed in doing, and that was interview Mr. Blake, on shipboard or anywhere else. Mr. Howard knew how to interview a man as well as anyone, and although he was specifically instructed to interview Mr. Blake he failed to do so. Mr. Blake would not be interviewed. And when Mr. Blake will not be interviewed some of us know from experience what it means.

Before coming to Canada Mr. Howard had many years' experience on the British press, metropolitan and provincial, and at one time was a confere of W. T. Stead, of whom deceased used to relate some interesting reminiscences.

Howard was among the most kindly of men. And no one, either outside or inside the newspaper field, ever appealed to him for assistance in vain if it was at all possible for him to lend a helping hand.

W. L. E.

AN ENGLISH REFERENCE BOOK.

"Practical Advertising" is the title of a handsome volume issued by Mather & Crowther, Limited, 10 New Bridge street, London, Eng., and containing valuable information for those who are developing English advertising. Within its 600 pp. are to be found lists of British and European newspapers and class journals. It contains many ideas which are worked out in Great Britain in connection with advertising, and also reviews of the various foreign and colonial markets. The book is specially adapted for advertising agencies and agents.